

The Octagon,  
1741 New York Ave.,  
Washington, D.C.



THE AMERICAN  
INSTITUTE OF ARCHITECTS

# WEEKLY BULLETIN

1950 FEB 13 M 9:13

WASHINGTON, D.C.

## MICHIGAN SOCIETY OF ARCHITECTS

*A State Organization of The American Institute of Architects*

### OFFICERS

ALDEN B. DOW, President  
ARTHUR J. ZIMMERMANN, 1st V.-President  
RALPH W. HAMMETT, 2nd V.-President  
DONALD A. KIMBALL, 3rd V.-President  
LEO M. BAUER, Secretary  
CORNELIUS L. T. GABELER, Treasurer  
TALMAGE C. HUGHES, Executive Sec.

TALMAGE C. HUGHES, F.A.I.A., Editor  
120 Madison Avenue  
Detroit 26  
WOodward 5-3680  
THEODORE G. SEEMAYER, JR.  
Advertising Director

DIRECTORS  
LYNN W. FRY  
CARL C. F. KRESSBACH  
ADRIAN N. LANGIUS  
CHARLES B. McGREW  
JOHN C. THORNTON  
PETER VANDER LAAN

Entered as second class matter January 15, 1946, at Postoffice at Detroit, Mich., under Act of March 3, 1879. Published weekly  
Subscription price \$2 per year. (Members \$1.00). 5c per copy. (Special Issues \$1.00)

Volume 24

DETROIT, MICHIGAN, FEBRUARY 7, 1950

No. 6

## STATE CONVENTION TO BE EVENT OF THE YEAR

PLANS FURTHERED AT SOCIETY BOARD MEETING IN DETROIT FEBRUARY 1

The Board of Directors of the Michigan Society of Architects, at its meeting at the Detroit Athletic Club on Wednesday afternoon and evening, February 1, heard a progress report from Carl B. Marr, Chairman of the Society's Thirty-Sixth Annual Convention Committee. The Convention is scheduled at the Hotel Statler in Detroit March 9 and 10, 1950.

Present at the meeting were President Dow, Vice-Presidents Hammett and Kimball, Secretary Bauer, Treasurer Gabler, Executive Secretary Hughes, Directors Fry, Kressbach, Thornton and Vander Laan.

Carl B. Marr, Chairman of the 36th Annual Convention Committee attended and gave a report on plans formulated to date. He related the progress made by the Ladies Committee under the direction of Mrs. Suren Pilafian, as outlined in last week's Bulletin, also that the Banquet Committee has preparation for that function well in hand and that a speaker of national repute will be engaged.

He stated that registration will begin Thursday afternoon, March 9, with an informal get-together that evening, with entertainment, refreshments and travel films, something that the whole family can enjoy. There will be no group dinner scheduled Thursday.

Friday morning attendants will hear the President's address, which will include a summary of the past year's activities. This will take about one-half hour, following which there will be a program by architects in which members may take part. The three chapter presidents and vice-presidents will be assigned subjects for panel discussions. These subjects and their development will be of vital interest to members.

Suggested topics are: "What of the First Half Century, have we done a good Job?" "How can Architects improve their standing with Regard to City Planning?" "If Education does not stop with a Diploma, what can be done to start the young graduate in the Direction of being Capable Practitioners?"

There will be about thirty of these, beginning Friday morning.

Friday noon there will be a subscription luncheon, at which there will be no speaker. Instead, there will be round-table discussions.

Friday afternoon there will be the principal session of the Convention, at which national leaders of the Producers Council will discuss "What's New in the Building Industry". This will be from an industry-wide standpoint rather than from a company's standpoint.

It is believed that this Convention will prove most valuable to the practitioner, both young and old. Today stress is being laid on continuing the education of the architect. Many offices send their men to such seminars and pay their expenses, believing that this is money well spent. Offices in Detroit will be asked to allow their employees a half-day off Friday afternoon, with pay, in order that they may attend the Convention. This, of course, means a sacrifice on the part of the offices, but it should be well worth while, and should encourage attendance.

The Producers Council table-top exhibits should, in itself, be worth the time of architects. Of course, we have our five-foot shelf of Sweet's catalogues, but things are not always what they seem when looking at pictures and reading the text. How much better it is to see the product, feel it and get a first-hand impression of how it works.

Let's all join hands to make this the best Convention the Michigan Society of Architects has ever held.

### REAL ESTATE BROKER FINED FOR ILLEGAL LAW PRACTICE

Circuit Judge John V. Brennan, of Detroit, on January 27, found Arthur H. Bichy, a real estate broker, of 12300 Grand River Avenue, Detroit, guilty of practicing law illegally, for preparing legal documents in connection with the sale of real property.

The proceedings were brought by a committee of the Detroit Bar Association, headed by Charles Goldstein, charging that Bichy drew up a bill of sale, lease transfer, escrow agreement and bulk sales affidavit in closing the sale of a confectionery store.

The Judge sentenced Bichy to pay a fine of \$100 or to serve 30 days in jail, but suspended sentence on the ground that the principle was more important than the penalty.

The Michigan Real Estate Association, which intervened in the case, contended that a licensed real estate broker is competent and should be permitted by law to execute routine legal papers incidental to his business if he is not paid for legal work and does not hold himself out to the public as a lawyer, but Judge Brennan, in his opinion, said that limiting the drafting of such documents to the legal profession would save the public considerable trouble and result in fewer mistakes.

The opinion further said "no one contends that the standards of qualifications for a license to operate as a Real-

tor is as high as that required for the lawyer. Neither is there need for such a rigid standard.

"The respective fields of endeavor, except in the disputed twilight zone, are widely different. The legal profession is, of course, tenacious of its rights and conscious of its reciprocal obligations".

He held that Bichy's acts were "far and beyond those ordinarily performed by and permitted to a realtor in the ordinary course of his business".

In his opinion, the Judge used the term "Realtor", although Bichy is not a Realtor. That term is copyrighted to apply only to members of real estate boards.

#### Architects Also

This decision follows rather closely that rendered by Circuit Judge Shirley Stewart, of Port Huron, when on January 7, in Sandusky, Michigan, he ruled that Gordon A. Sheill, A.I.A., of Royal Oak, was practicing law illegally in preparing contracts for his client, Reginald Howard, of Lexington, Michigan. Since then the national A.I.A. has announced that its attorney would enter an appeal. Sheill had used standard A.I.A. forms.

Andrew R. Morison, long a member of the Michigan State Board for Registration of Architects, Professional Engineers and Land Surveyors, has a somewhat different viewpoint. He is of the opinion that it might be the best thing that ever happened to our own Registration Act to let the judgement stand, since it only strengthens registration in general, of what ever kind. It might be, he says, that if we try to break down such barriers we would weaken our own cause and it would

follow that lawyers or others should be permitted to practice architecture without licenses.

At any rate, he says, the standard form of contract need be changed but slightly, so as to state that the architect is to furnish the necessary information and figures for preparation of contracts, leaving it to the owner to have his attorney do the rest. In most cases an owner has his attorney at least check over and approve contracts, any way.

#### Bulletin:

I have your letter of January 26th. Thanks for your prompt attention to my request for the State Housing Code. It was delivered Saturday. If I understand rightly, I owe you for book and postage \$1.62, for which I am enclosing check.

I am still making plans to attend the convention. If I am able to go at all, I should like to leave here Wednesday afternoon and stay over the week-end.

I was very much interested in what you say about Judge Stewart's ruling. So far as the contract between Architect and Owner is concerned, in which the Architect proposes to furnish professional services to the extent of making the necessary drawings, specifications and supervising the work, he is within his legal rights even if "You have to be your own lawyer, but you have a fool for a client". He is not practicing law. But, when he draws up an agreement between owner and contractor which designates the name of the contractor, the sums to be paid and any other special agreement not covered by the specifications, he is, as I understand it, practicing law. The above agrees in general with Andy Morison's opinion. (Grand old Andy. I am looking forward to meeting the old wheelhorse again.)

In all of my work with Corporations, the only document checked and approved by the Corporation lawyer was the agreement. The Corporation lawyer, in each case, flatly refused to look into the specifications, stating that the specifications and drawings were technical problems and while part of the contract, the lawyer was not competent to pass on it, that was entirely within the jurisdiction of the Architect. The above agrees with your notation that the Owner's attorney should approve and be legally responsible for the actual preparation of the (agreement part) of the contract. See any P.W.A. or U.S. construction documents and you will find that the agreement is a component part of the contract and rates lowest in governing the interpre-

tation of any items in conflict in entire contract.

The effect of the Supreme Court decision on recommended charges will have in practice is not clear to me at this time. I hope to get a clearer view after listening to the arguments at the convention.

Thanks for everything.  
Frederick Beckbissinger

**WANTED**—Architect to manage residential architectural dept. being created in an existing Company.—Box 124, Weekly Bulletin.

## GLANZ & KILLIAN CO. CONTRACTORS

PLUMBING — HEATING — VENTILATING  
FIRE PROTECTION SPRINKLER SYSTEMS  
1761 West Forest Avenue TEMple 1-7820

### ALL MARBLE WORK

ON  
ST. ELIZABETH'S RECREATION BUILDING  
BY

**WOLVERINE MARBLE COMPANY**  
14280 Lumpkin Ave., Detroit 12  
TO. 8-7752 TO. 8-7798

## Wolverine Stone Company

NATURAL STONE FOR  
ALL BUILDING PURPOSES  
14290 Meyers Road Detroit 27, Michigan  
Telephone: HOgarth 4295

## Viking Sprinkler Company

Fire Protection Engineers & Contractors  
AUTOMATIC SPRINKLER SYSTEMS  
Also a Complete Line of Pre-Action Devices  
TE. 1-9604 Detroit 1

## STERLING STRUCTURAL STEEL CO.

Structural & Miscellaneous Iron Work  
12700 Lyndon at Meyers Rd.  
Detroit 27 VE. 8-0230

UNiversity 2-3413

## Darin & Armstrong, Inc. GENERAL CONTRACTORS

2041 FENKELL AVENUE DETROIT

## JOHN H. FREEMAN

### FINISH HARDWARE

Architects Bldg. — Detroit 1

Phone  
TEmple 1-6760

Members American Society Architectural  
Hardware Consultants

## Walter L. Coase & Co. GENERAL BUILDERS

12740 Lyndon Ave. VE. 8-0660-1-2-3  
DETROIT 27, MICHIGAN

## John A. Mercier Brick Co.

"MERCRETE"

SLAG BLOCK      SLAG BRICK  
QUALITY FACE BRICK

3895 Roulo Ave., Dearborn VI. 1-0761



VERmont 8-3200

9143 Hubbell

Detroit 28



"Michigan's Foremost Brick Company"  
BELDEN Face Brick Since 1885  
Stark Glazed Tile PC Glass Block  
14305 Livernois Ave., Detroit 4  
WE. 3-1331

# ST. ELIZABETH RECREATION CENTER DETROIT, MICHIGAN

W. J. ROZYCKI & R. L. SVOBODA  
ARCHITECTS  
DETROIT, MICHIGAN



BY WALTER JOSEPH ROZYCKI, A.I.A.

One of the most ambitious building enterprises in the Archdiocese of Detroit has been undertaken by the Rt. Rev. Msgr. Joseph V. Pfeffer, Pastor of

St. Elizabeth Parish at Canfield and McDougall Avenues.

In memory of their war dead, this Parish decided upon erecting a living

memorial which today is the new St. Elizabeth Recreation Center. The benefits, which will be derived by the parishioners in its recreational, social and educational facilities, will be a perpetual memorial to the men of St. Elizabeth's Parish who were killed in World War II.

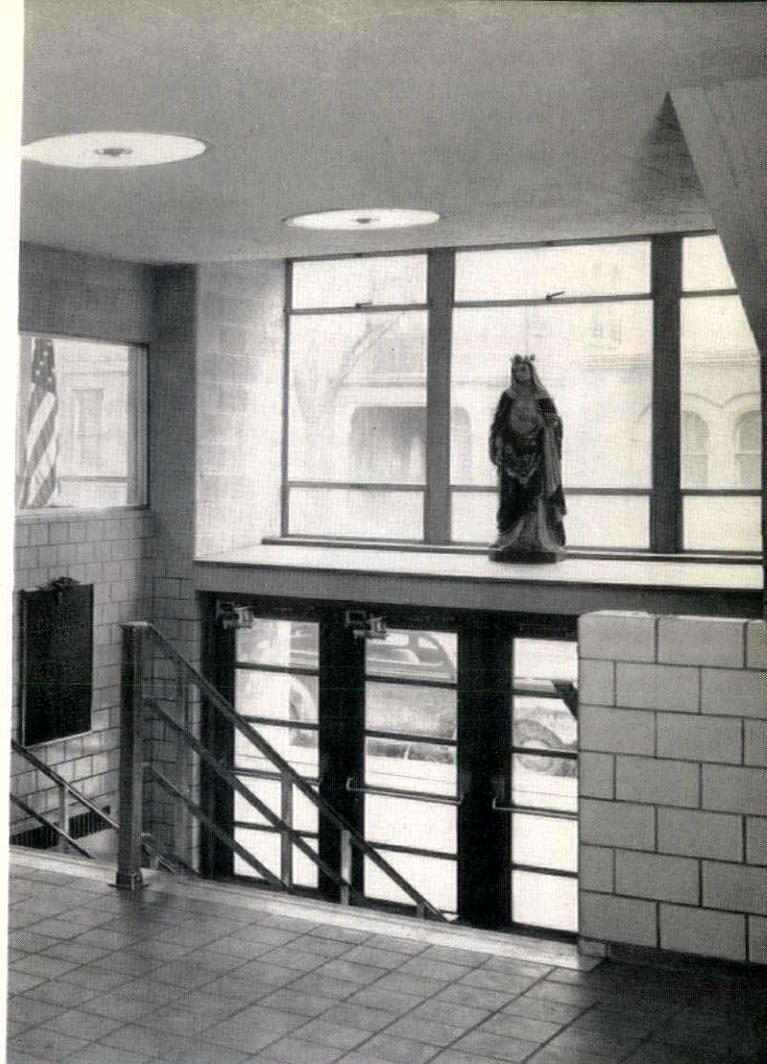
Before it was possible to erect the building, it was necessary for the Parish to either acquire additional property or demolish an existing building which had been the parish hall.

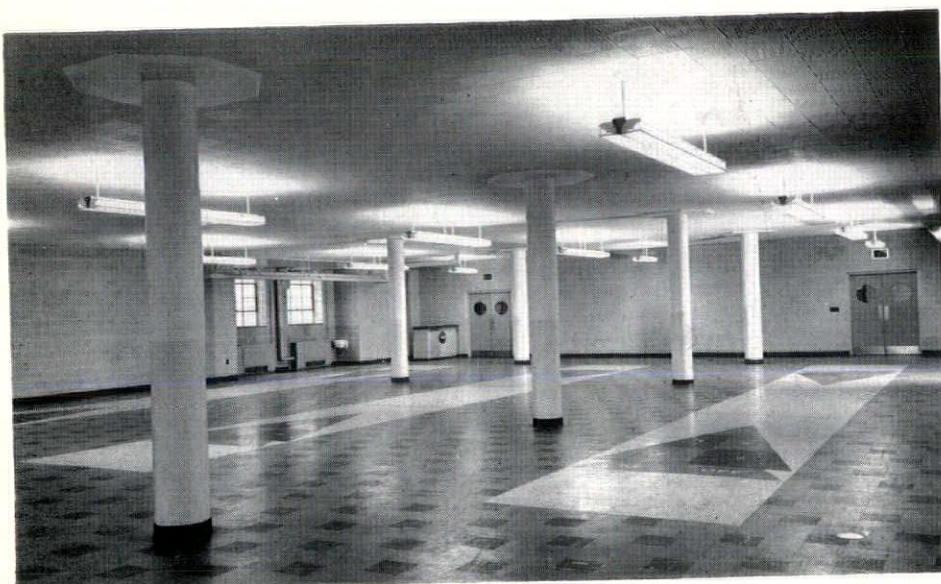
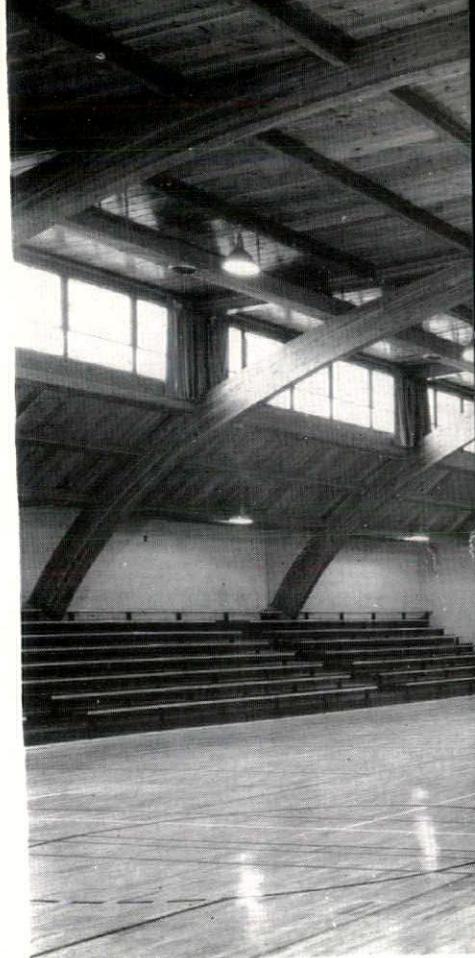
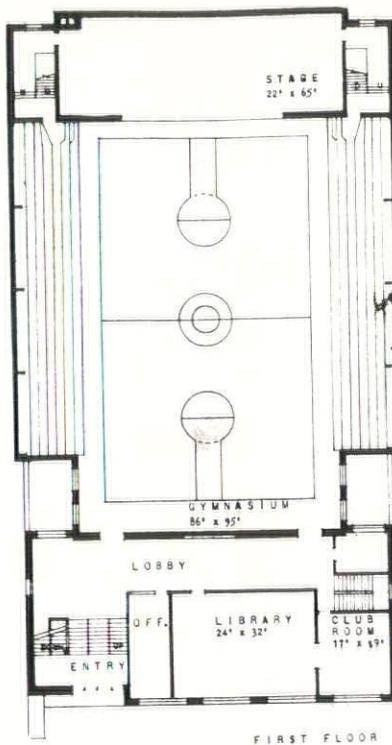
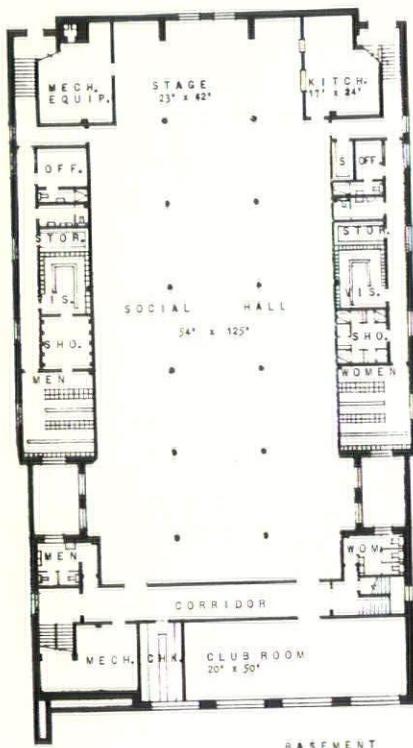
Because of an acute housing shortage and a lack of vacant property in the neighborhood, the old parish hall was demolished and the new recreation center was built on the site.

The functions applicable to the building were thoroughly studied by both Monsignor Pfeffer, his assistants, the architects, and the contractor. A limited site, off-street parking, a variety of activities and an economical plan, were a few of the obstacles that confronted the architects.

The site is bounded by existing residential property and a service alley. This necessitated legal set backs from property lines, thereby fixing the maximum dimensions in all directions as well as limiting fenestration on the sides of the building and creating the need for light and ventilation courts.

The solution was solved after an





All Photos by Astleford unless designated otherwise

AMERICAN  
PLUMBING & HEATING CO.

Established 1921

PLUMBING, HEATING & VENTILATING  
7217 E. Seven Mile Road, Detroit 34  
TW. 2-8830

BELDEN-STARK BRICK CO.

STARK Glazed Tile

14305 Livernois Ave., Detroit 4

WE. 3-1331

**BELL LUMBER CO.**  
**ROUGH LUMBER**  
Specialize in Industrial Lumber  
5251 E. Outer Drive, Detroit 5 LA. 1-4600

JOSEPH P. CARNAGHI & SONS

Excavating & Trucking Contractors Since 1915  
Equipment Rentals, Shovels, Bull Dozers  
& Trucks

14305 Livernois Ave., Detroit 4

WE. 3-1331

3834 Mitchell Ave., Detroit 7

LO. 1-3732

THE WALTER CARROLL CO.

Established 1907

## PAINTING & DECORATING

110 N. Waterman Ave., Detroit 9 VI. 2-7800

### Detroit's P.

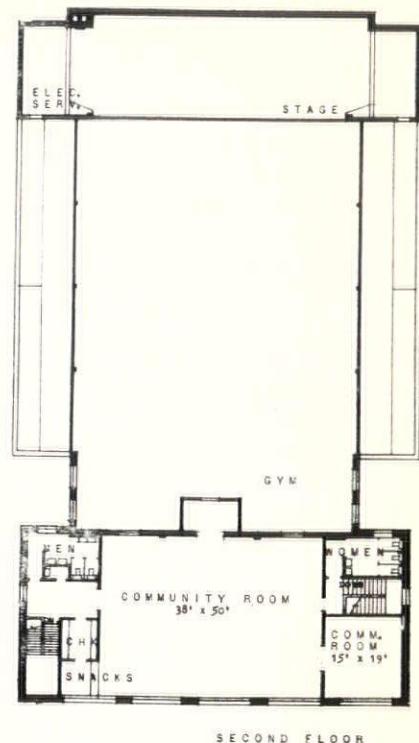
2142 Hubb

CHAMBERLIN CO. OF AMERICA

Over Half A Century of Service to  
Architects & Contractors

Caulking, Weather Stripping  
Interior Metal Thresholds  
Also Specializing in Screens of All Types

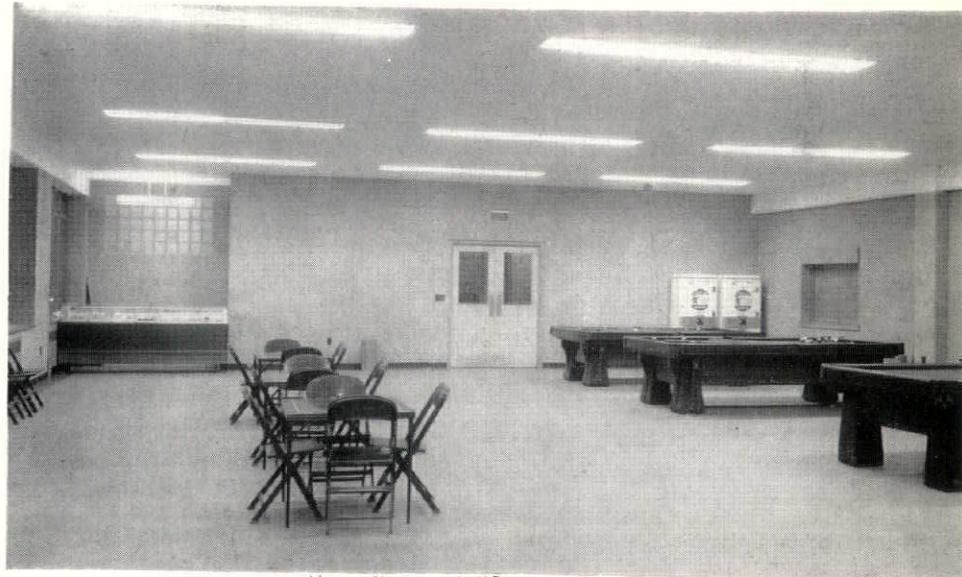
1254 La Brosse St., Detroit 32 WO. 3-8484 13700 Sher



be accommodated. The stage is 22' x 36' with a 36' proscenium arch opening. Completely equipped lighting and public address systems are employed on the stage.

A social hall-dining room is beneath the gymnasium which seats 1000 persons and 500 diners. A modern kitchen serves this area. The locker and toilet rooms are adjacent to this area and are located beneath the permanent sitting area of the gymnasium. Locker facilities are provided for men and women, visiting teams, and in the individual coaches' rooms.

There are two 20' x 60' community rooms, two 15' x 20' committee rooms, a 24' x 32' library, a snack bar, and a director's office which controls the activities and entrants into the building and the main lobby. The director's office also has complete con-



Above Photo and Exteriors by Coburn

NC.

Manufacturers  
VE. 8-3200

**N. W. HAMILL CO.**  
Hollow Metal Doors & Frames

Also Specializing in Lightproof Shades —  
Kalamein & Tin Clad Work — Caulking —  
Metal Louvres — Window Cleaners  
Safety Anchors

407 E. Fort St., Detroit 26 WO. 1-0110

CO.

**HOWE-MARTZ GLASS CO.**

Established 1915  
GLASS & GLAZING

TW. 1-9300 930 Monroe Ave., Detroit 7 WO. 2-5790

**KOENIG COAL & SUPPLY CO.**

Established 1870  
TRANSIT MIX CONCRETE  
All Aggregates Used in Our Concrete are  
Produced by Us in Our Own Large Modern  
Plant Located at Oxford, Michigan  
1486 Gratiot Ave., Detroit 7 WO. 1-1584

**JOHN E. LEZOTTE**

ELECTRICAL CONTRACTOR  
Established 1937  
All Electrical Work

Specializing in Institutional & Commercial  
Wiring & Fixtures  
4332 Vicksburg Ave., Detroit 4 TY. 7-3089

**MEIER CUT STONE CO.**

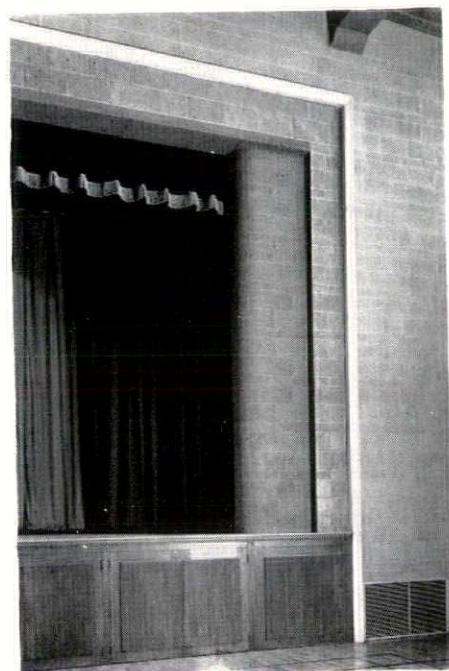
SERVICE SINCE 1865

9664 French Road, Detroit 13 WA. 1-3343

**MORK-GREEN STUDIOS, INC.**

STAGE EQUIPMENT & DRAPERY  
Plastic Darkening Curtains on Auditorium  
Windows

Also Specialize in All Types of Curtain Tracks  
& Stage Counterweight Rigging ..  
243 W. Congress St., Detroit 26 WO. 3-1900



tact with each room and with the other buildings of the church group by an inter-communication system.

The building is of masonry and steel construction and employs the use of laminated wood trusses over the gymnasium area. Interior walls are of cinder block and structural glazed tile.

All ceilings, except the gymnasium, are of acoustic tile. The gym ceiling has exposed wood plank and purlins with a natural finish, and there is monitor-type steel sash fenestration in the ceiling of the gymnasium. The floor of the gym is wood block. The corridor and locker room floors are terrazzo, and all the community and club room floors are covered with asphalt tile.

Natural light is obtained in all of the areas except the social hall in the basement. Glass block has been used for daylighting the locker room areas. The club rooms have an abundance of glass area, and together with the color scheme of the walls and ceilings, a spacious atmosphere is created throughout all of these rooms.

Fluorescent lighting is used in all of the club rooms and social rooms; the

W. E. WOOD CO.  
GENERAL CONTRACTORS  
DETROIT, MICHIGAN

lobby, corridors, gymnasium and locker rooms have incandescent lighting.

Mechanical ventilation is used throughout. The heating system consists of steam heated convectors supplied from a central boiler plant and supplemented by unit ventilators and forced warm air units in the gymnasium.

Ironspot brick and Indiana limestone were used on the front and a portion of the side elevations. However, as an economical factor, common brick was used on the sides and rear of the building.

The plan of the building has proven successful insofar as the activities within the structure are concerned because it has been possible to conduct 14 various activities or functions at one

ROBERT L.  
SVOBODA



time without any activities conflicting with each other.

Within this building the people of the parish, the children, and the priests will develop a greater bond between themselves, their church, and the community, and thereby contribute a great asset to the city of Detroit.

**REDFORD ORNAMENTAL IRON WORKS**  
Established 1930  
ALL ALUMINUM WORK  
Also Specialize in Ornamental Iron Work  
26125 W. Seven Mile Road, Detroit 19  
KE. 1-8610

**STEEL WINDOW SERVICE**  
Established 1932  
STEEL SASH ERECTION  
Also Specialize in Steel Deck Erection, &  
Serving of Steel Residential Casements  
14650 Wyoming Ave., Detroit 21 WE7. 3-3574

**TIMBER SERVICES, INC.**

Glued Laminated Wood Arches

8316 Woodward Ave., Detroit 2 TR. 5-5441

**WHITCOMB-BAUER FLOORING, INC.**

Flooring Contractors for 21 Years

Ironbound Continuous Floor Laid Over  
1/2 Inch KORKPACK

10301 Lyndon Ave., Detroit 21 WE. 3-4320

**WOLVERINE DOOR CO.**

J. G. WILSON CO. Rolling Steel Curtain  
Also Specialize in KALAMEIN Doors, Tin Clad  
Hollow Metal Doors & Frames, BILCO  
Roof Scuttles & Cellar Doors  
2539 Woodward Ave., Detroit 1 WO. 1-3430

**W. E. WOOD CO.**

GENERAL CONTRACTORS

4649 Humboldt Ave., Detroit 8 TY. 6-2950

## HOTEL STATLER, DETROIT

Reservation Request,  
Michigan Society of Architects  
Convention, March 9-10, 1950

Name ..... (Please Print)

Address .....

City ..... State .....

Unless requested otherwise, we will hold your reservation until 6 p.m. of the day of your arrival.

Date Arriving ..... A.M. Hour ..... P.M.

Room and Bath, for One—per Day  
Shower 4.00  4.50  5.00   
Tub & Shower 6.00  7.00  8.00  8.50   
10.50

Double-Bed Room with Bath, for Two—per Day  
Shower 7.00  7.50   
Tub & Shower 8.00  9.00   
10.00  10.50

Twin-Bed Room with Bath, for Two—per Day  
Shower 8.00   
Tub & Shower 8.50  10.00  10.50   
11.00  11.50  12.00  13.00

SUITE—Living Room, Bed Room and Bath  
For One: 14.50  22.50   
For Two: 17.00 to 25.00

More Than Two Persons in One Room:  
For each additional person in Double or Twin-Bed Room the extra charge is \$2.25 per day.

If a room at the rate requested is unavailable, reservation will be made at the next rate.

## NELSON COMPANY

Plumbing, Heating & Air Conditioning Supplies  
W H O L E S A L E  
Main Office and Display Room  
2604 FOURTH AVE. Phone WO. 2-4160  
Royal Oak — Grosse Pointe — Ann Arbor

## FREDERIC B. STEVENS INCORPORATED

FACE BRICK, GLAZED BRICK, GLAZED AND  
UNGLAZED TILE, FLOOR TILE—ANTI-HYDRO  
For Hardening and Waterproofing Concrete  
1800-18th St. at Verner Hwy. TA. 5-0725

## PLASTI-GLAZE



Plasti-Glaze, the Post-War Glazing Compound to specify. Made from bodied oils and special pigments. Weatherometer tests prove that Plasti-Glaze when properly applied and maintained will last as long as the sash. Dries rubbery hard, not rock hard, easy to apply, easy to remove.

FOR LONG LIFE, WEATHER AND AIR-TIGHT  
GLAZING USE AMERICA'S LEADING GLAZING  
COMPOUND — PLASTI-GLAZE.

PLASTIC PRODUCTS CO. INC.  
DETROIT • CHICAGO • JERSEY CITY

## NEW TCS CLASSROOM WINDOW

(See Illustration at right)

A new type of Intermediate-weight steel window for classroom use is announced by the Truscon Steel Company. The manufacturer states that the following advantages of the windows are important in educational structures: (1) increased light effectiveness, (2) marked economy in original cost, (3) superior maintenance factors from the standpoint of window washing and replacement of broken glass.

The new Truscon Classroom Window is custom built in widths up to 10'0" maximum and in heights up to 9'0". The large upper fixed light is recommended for glazing with one of the many types of  $\frac{1}{4}$ " wire glass in a light diffusing pattern. The lower portion, or vision strip, is glazed with  $\frac{1}{8}$ " or  $\frac{1}{4}$ " clear glass. Alternate glazing possibilities, depending upon geographical location, climatic conditions, and degree of window opening exposure to direct solar rays, are: (1) double insulating glass, (2) heat absorbing glass, (3) non-glare glass. Either or both lower panels may be vented as desired.

Full details of the Truscon Intermediate Classroom Windows are available from the Truscon Steel Company, Advertising Department, Youngstown 1, Ohio.

## JACKSON HEADS LOCAL AGC

The Associated General Contractors of America, Detroit Chapter, Inc., at its Annual Meeting held at the Detroit Athletic Club the evening of January 18, 1950, elected the following named officers:

President—Bert B. Jackson, Kuhne-Simmons Co., Inc.

First Vice President—Chas. H. Richert, J. A. Utley Co.

Second Vice President—Frank H. Taylor, F. H. Taylor Co.

Treasurer—John Cooley, John Cooley Co.

Directors—Glenn J. Lamont, Industrial Construction Co.; Leet M. Denton, Denton Construction Co.; W. R. Bryant, Bryant & Detwiler Co.

Ralph A. MacMullan is Secretary-Manager and John E. Kinsella is Assistant Secretary. George W. Combs is Administrative Assistant; Berthena Brown, Office Secretary and Marilyn Copper, Stenographer, complete the staff.

OTTO H. KAVIEFF, A.I.A. announces the removal of his offices to 302 Transportation Building, Detroit 26, Mich. The telephone number is WOodward 2-2872.

## HANLEY COMPANY

E. F. ZERGA, Manager  
Face Brick      Unglazed Facing Tile  
Glazed Brick      Glazed Facing Tile  
Acid Brick      Quarry Tile  
Floor Brick      14545 Schaefer Hwy.      VE. 7-3200      Detroit 27



## — LUMBER DEALERS —

WM. F. BACK LUMBER CO. — WA. 1-9460  
5172 St. Jean Avenue  
BRAUN LUMBER CO. — TO. 8-0320  
Davison and G.T.R.R.  
DETROIT LUMBER CO. — VI. 1-2090  
5601 W. Jefferson Ave., Detroit 9  
RESTRICK LUMBER CO. — WE. 3-4830  
14400 Wyoming  
F. M. SIBLEY LUMBER CO. — FI. 5100  
6460 Kercheval Avenue

Townsend 8-6681

Townsend 8-6540

MAURICE V. ROGERS CO.  
GENERAL CONSTRUCTION

839 Collingwood Ave.      Detroit 2, Michigan

## Heineman &amp; Lovell Co.

WATERPROOFING CONTRACTORS  
IRON-BOND SYSTEM

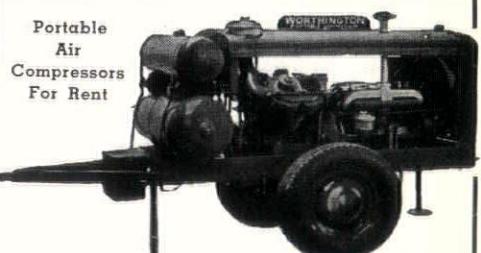
5327 Tireman Ave., Detroit 4      TY. 6-1225

“OVER 65 YEARS”

Robert Hutton & Co., Inc.  
ROOFING and SHEET METAL  
CONTRACTORS

622 FORT ST. E.      WO. 2-1073

Portable  
Air  
Compressors  
For Rent



All Accessories Furnished  
60 to 500 cu. ft. - By Day, Week or Month  
W. H. ANDERSON CO., INC.  
DETROIT, MICHIGAN

# Builders & Traders

Edited by  
**E. J. BRUNNER**  
 Secretary-Manager  
**BUILDERS' and TRADERS'  
 EXCHANGE of DETROIT**

## NEW OFFICERS, DIRECTORS AND COMMITTEES FOR 1950

Now that the annual meeting and election, and the organization meeting of the Board of Directors is over, the Exchange begins its 1950 operations with the following:

The new president is W. WILBUR WHITE, a plumbing and heating contractor operating under his own name.

Henry A. Manley, a marble contractor (H. A. Manley Marble Company) and Munro Aird, a plastering contractor operating under his own name, are vice presidents.

Nelson H. Malow, a carpenter contractor (N. H. Malow Company), continues as treasurer.

Edwin J. Brunner and John L. McGarrigle continue as secretary manager and assistant secretary manager respectively, (non elective full-time jobs).

Besides the elective officers named above, the following are on the Board of Directors, Carl W. Dambrun of the Pittsburgh Testing Laboratory; Stanley S. Ernst, of Ernst Fuel and Supply Company; Alger E. Nelson of the Boulevard Transfer Company; Joseph Wallich of the Wallich Lumber Company and John (Jack) Wettlaufer of the Stibbard Construction Company.

Standing committees are as follows:

### Finance Committee

G. K. Chapman, Walbridge Aldinger  
 Everett G. Bush, Chas. Sexauer Rfg.  
 Edward Horning, Detroit Lumber Co.  
 Nelson H. Malow, N. H. Malow Co.  
 S. Vern Taylor, Concrete Steel Corp.

### Legislative Committee

Mervyn G. Gaskin, Taylor & Gaskin  
 Burlin H. Ackles, The Rayl Co.  
 Mark Atkin, Atkin-Fordon Co.  
 Dr. Clarence L. Candler, J. D. Candler Rfg. Co.  
 Edward J. Green, John Green Plbg. & Htg. Co.  
 Harold J. Hall, Hall Engineering Co.  
 John F. Klein, Ceco Steel Products  
 Laurence F. Lawler, Peerless Cement  
 Fred A. Rohn, Rohn Fireproofing Co.

*Patronize Our Advertisers!*

**Kurtz Brick Company**

COLORFUL OHIO SHALE BRICK  
 For Residential and Commercial Building  
 14183 Wyoming HO. 2384 Detroit

### Industry Relations Committee

John H. Freeman, John Freeman Hardware  
 Albert B. Ameel, Talbot & Meier  
 Albert Beever, Beever Plastering Co.  
 Fred Galster, Acme Wire & Iron Works  
 Hale Knight, R. E. Leggette Co.  
 Richard H. McManus, R. H. McManus  
 Henry W. Mason, J. A. Mercier Brick  
 R. Douglas Shaw, Shaw Electric Co.  
 Harry T. Wunderlich, Harry T. Wunderlich.

### Membership Committee

Carl Barry, The Barry Co.  
 Ray W. Adam, Wm. A. Adam Co.  
 Claude Filer, Hanley Brick Co.  
 Elmer H. Gunnison, E. H. Gunnison  
 Ray T. Lyons, Ray T. Lyons Co.  
 Humbert Mularoni, Boston Tile & Terrazzo Co.  
 George A. Odien, George A. Odien  
 Edward T. Schuster, Schuster Equip.  
 John Warren, Nat'l. Const. Spec. Co.

### Entertainment Committee

Paul Marshall, Aluminum Co. of America  
 Alfred Brodine, Huron Portland Cement  
 Benjamin A. Capp, Wolverine Marble  
 Robert Horn, Horn Fuel & Supply Co.  
 Jack Leahy, Argo Steel Company  
 Edward J. McCormick, Wheeling Corrugating Co.  
 John P. Moore, Paris Agency  
 Edward Shereda, Midwest Maintenance Co.

William Squier, Cruickshank DeCou & Suliburk  
 Other committees or heads of activities are at present as follows:

ARCHITECTS - BUILDERS AND TRADERS GOLF OUTINGS—William F. Seeley, Chairman and Wilma Page, Secretary.

MICHIGAN BUILDING INDUSTRY BANQUET COMMITTEE—Paul Marshall, Alfred Brodine and E. J. Brunner.

CONSTRUCTION INDUSTRY COUNCIL—John H. Freeman, E. J. Brunner.

AFTERNOON BOWLING LEAGUE—Fred Galster, Fred Hirtzel, William Goodson.

EVENING BOWLING LEAGUE—Alger Nelson, Arthur Hesse, John L. McGarrigle.

GIRLS BOWLING LEAGUE—Helen Moore, Wilma Page, Ann Kolesar.

DETROIT BUILDERS SHOW—E. J. Brunner.

BUILDERS & TRADERS SCHOOL OF ESTIMATING (licensed by State)—E. J. Brunner.

*Notice:*  
 To Members of  
 Builders and Traders Exchange,  
 and Producers Council—  
 Weekly Bulletin Subscriptions  
 will be billed direct, instead of  
 through your organization.

**F. H. MARTIN  
 CONSTRUCTION CO.**

Cadillac 4890  
 955 E. Jefferson Ave. Detroit, Michigan

*Brick of Distinction*  
**Thomas Brick & Tile Co.**

WAYNE MOHR, Mar.  
 14360 Livernois (4) Townsend 8-1354

**Detroit Fuel & Supply Co.**

Complete Builders' Supplies & Lumber  
 Producers of Concrete & Cinder Blocks  
 5625 East Davison Ave. Detroit 12  
 TW. 1-8400

**Murray W. Sales & Co.**

WHOLESALE  
 PLUMBING and HEATING SUPPLIES  
 Flint — Wyandotte — Pontiac  
 801 W. Baltimore Detroit 2, TR. 5-4200

**H. H. DICKINSON CO.**

COMPLETE BUILDERS SUPPLIES  
 Armored Concrete Curbing  
 Master Builders Products  
 HEATILATORS - ASPHALTS  
 5785 Hamilton Avenue MADISON 4950

**O. W. BURKE CO.**  
 GENERAL CONTRACTOR

FISHER BUILDING  
 MADISON 0810 Detroit, Mich

**Koenig Coal & Supply Co.**  
 CERTIFIED CONCRETE  
 Concrete — Fuel Oil — Coal  
 Main Office: 1486 Gratiot Ave. CADILLAC 1584

**R. D. THAYER COMPANY**  
 WATERPROOFING ENGINEERS  
 AND CONTRACTORS

2701 Joy Road — DETROIT (6) — TYler 6-9626  
 842 Hall St., S.E.—GRAND RAPIDS (7)—Ph. 5-5180

**CHEM**  
 THE ALL PURPOSE BRICK  
 Sold Exclusively Through  
 Distributors & Dealers of Building Supplies  
 Manufactured by  
**DETROIT BRICK & BLOCK CO.**  
 Foot of St. Jean VA. 2-4880

**NEON and METAL LETTERS**  
**Jona SIGN CO.**  
 6209 HAMILTON AVE.  
 DETROIT 2, MICH.  
 PORCELAIN • STAINLESS • ALUMINUM

The Octagon,  
1741 New York Ave.,  
Washington, D.C.



248  
DETROIT CHAPTER OF THE AMERICAN  
INSTITUTE OF ARCHITECTS  
250 FEB 20 1949  
DETROIT, MICHIGAN, D.C.

# WEEKLY BULLETIN

## MICHIGAN SOCIETY OF ARCHITECTS

*A State Organization of The American Institute of Architects*

### OFFICERS

ALDEN B. DOW, President  
ARTHUR J. ZIMMERMANN, 1st V.-President  
RALPH W. HAMMETT, 2nd V.-President  
DONALD A. KIMBALL, 3rd V.-President  
LEO M. BAUER, Secretary  
CORNELIUS L. T. GABLER, Treasurer  
TALMAGE C. HUGHES, Executive Sec.

TALMAGE C. HUGHES, F.A.I.A., Editor

120 Madison Avenue  
Detroit 26

Woodward 5-3680

THEODORE G. SEEMAYER, JR.  
Advertising Director

### DIRECTORS

LYNN W. FRY  
CARL C. F. KRESSBACH  
ADRIAN N. LANGIUS  
CHARLES B. McGREW  
JOHN C. THORNTON  
PETER VANDER LAAN

Entered as second class matter January 15, 1946, at Postoffice at Detroit, Mich., under Act of March 3, 1879. Published weekly  
Subscription price \$2 per year. (Members \$1.00). 5c per copy. (Special Issues \$1.00)

Volume 24

DETROIT, MICHIGAN, FEBRUARY 14, 1950

No. 7

## DETROIT CHAPTER MEETING FOR OPEN DISCUSSIONS

RACKHAM MEMORIAL BUILDING, WEDNESDAY, FEBRUARY 15  
DINNER AT 6:30 P. M.

As President Morison announced at the last meeting of the Chapter, the February 15th meeting will be devoted to an open discussion by members of the Chapter, in a closed meeting restricted to members only, of the most vital questions affecting the practice of architecture in the Detroit area.

The purpose of this meeting will be to allow you to exchange some of your professional experiences with other members, and to determine what courses the Chapter should follow to serve you best in the practice of architecture.

Your program committee is sure that you will benefit appreciably by attending this meeting, both in the information you will take with you and in the influence you will exert on the Chapter's policies.

If you have problems, come and tell us about them. If you haven't, come and tell us how you do it.

The specific subjects that will be discussed will be determined largely by the preferences indicated by the attending members. The following is a list of some of the subjects that have been suggested. We will cover as many of them, and others, as we have time for.

1. To what extent are engineers and unauthorized persons practicing architecture and what can the Chapter do about it?
2. How can architects raise the quality of their services without operating unprofitably?
3. How closely are The Institute's recommended fees followed, and what can we do to improve the basis for charging fees?
4. What more can the Chapter do to have more private architectural offices retained for city work?
5. Should the Chapter publicize the value of architects' services?
6. How is modular coordination helping the architect?
7. Should the architect's practice be broadened to include such fields as furnishings and landscaping?
8. What more can the Chapter do to improve the profession's relations with the public?

P. S.—During the dinner we will play recordings of some of Robert W. Schmertz's witty and spicy songs. Schmertz is a Pittsburgh architect who has made a name for himself as an entertainer through the medium of one of architecture's unallied arts.

Suren Pilafian, Program Chairman

*Below: A view of Detroit Chapter dinner meeting, Jan. 18. At President Morison's suggestion, Program Chairman Pilafian engaged Oscar Stonorov as speaker. Eighty-six were at dinner, the auditorium was well filled for the lecture.*

Coburn Photo



## PHOTOGRAPHIC LECTURE TO COORDINATE WITH EXHIBIT

The Detroit Institute of Arts  
Wednesday, Feb. 22, 8:00 P.M.

SUBJECT: "The Contemporary Photographer's World"

SPEAKER: Arthur Siegel

Admission by season ticket—or \$1 for single admission, including tax

This lecture, the fourth in the series presented by The Metropolitan Art Association, is planned to coordinate with the photographic exhibit at The Detroit Institute of Arts, February 14-28.

Trained under Moholy-Nagy at the Institute of Design in Chicago, Arthur Siegel is today one of the leading experimental photographers in the United States. Before the war he taught photography and did experimental work in Detroit, where he was the local photographic representative for Life Magazine. During the war he worked with the O.W.I. in Washington. From 1945 to 1949 he was the head of the Photography Department of the Institute of Design in Chicago. He has lectured and held one-man shows throughout the country. In 1948 an exhibit of his photographs was given in London, England.



Harford Field

many fine homes and country estates, country clubs, churches, radio broadcasting facilities, public utility buildings and offices, store modernization and industrial developments.

In Traverse City he has designed the new bus terminal and the new Wesleyan Methodist Church.

### Bulletin:

We are calling to your attention the requirements of Section 17 of Act 285 of the Public Acts of 1909 as amended.

We find places where women are employed that do not comply with this law. They do not supply separate toilet

Every institution employing two or more women must be supplied with proper wash and dressing rooms. The law requires these to be kept in a clean and sanitary state. Employees must have reasonable access to them. If one or more women are employed, an adequate number of separate and distinct toilets must be provided for the use of each sex, and plainly so designated.

—Section 17, Act 285, P.A. 1909 as amended

ets for the use of each sex, if one or more women are employed.

When our inspectors find both women and men employed in a store or other building where there are no sep-

WANTED—Architectural Draftsmen. Two experienced Senior Architectural Draftsmen for work in Lansing, Michigan. Permanent position. State experience, references, and salary expected in application. Apply Box No. 126, Weekly Bulletin.

parate toilets or separate wash and dressing rooms, they order the installation of same in compliance with State law.

This additional installation is often difficult and expensive and could be avoided if provision for the required facilities were included in the plans and specifications of new buildings or the alteration of old buildings.

If the required facilities are installed in the original structure your clients would be in compliance with the law and will save additional expense in the future.

We are asking you to inform your members of this law and requesting their cooperation in planning to have the required facilities installed at time of construction.

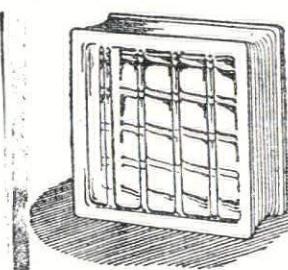
Your cooperation with this request will be appreciated.

Sincerely yours—John Reid, Commissioner of Labor, State of Michigan.

**WANTED**—Draftsman, recent graduate in architecture or equivalent with talent as delineator, who is interested in locating permanently in Traverse City and developing associateship in smaller type office. Submit full details as to qualifications. Box 125, Weekly Bulletin.

### LUMBER DEALERS —

WM. F. BACK LUMBER CO. — WA. 1-9460  
5172 St. Jean Avenue  
BRAUN LUMBER CO. — TO. 8-0320  
Davidson and G.T.R.R.  
DETROIT LUMBER CO. — VI. 1-2090  
5601 W. Jefferson Ave., Detroit 9  
RESTRICK LUMBER CO. — WE. 3-4830  
14400 Wyoming  
F. M. SIBLEY LUMBER CO. — FI. 5100  
6460 Kercheval Avenue



## GLASS BLOCK for YOUR PLANT—Now!

Critical materials are not required to erect glass block panels in that new plant addition—or in replacing wornout sash in existing buildings. Get Insulux Glass Block — without delay.

## Cadillac Glass Co.

VA. 1-7200 2570 HART AVENUE  
DETROIT

NEON and METAL LETTERS  
**Jona** SIGN CO.  
6209 HAMILTON AVE.  
DETROIT 2, MICH.  
PORCELAIN • STAINLESS • ALUMINUM

**H. H. DICKINSON CO.**  
COMPLETE BUILDERS SUPPLIES  
Armored Concrete Curbing  
Master Builders Products  
HEATILATORS - ASPHALTS  
5785 Hamilton Avenue MADison 4950

OVER 65 YEARS  
**Robert Hutton & Co., Inc.**  
ROOFING and SHEET METAL  
CONTRACTORS  
622 FORT ST., E. WO. 2-1073

**Heineman & Lovett Co.**  
WATERPROOFING CONTRACTORS  
IRON-BOND SYSTEM  
5327 Tireman Ave., Detroit 4 TY. 6-1225

Underwriters Laboratories  
Inspected, Fire Resistive  
**VAULT DOORS**  
Built to S.M.N.A. Spec.  
SAFES MONEY CHESTS and  
**BANK VAULTS**  
**Diebold**  
INCORPORATED  
4105 CASS AVE. DETROIT 1  
Temple 3-4477



UNiversity 2-3413

**Darin & Armstrong, Inc.**  
GENERAL CONTRACTORS

2041 FENKELL AVENUE DETROIT

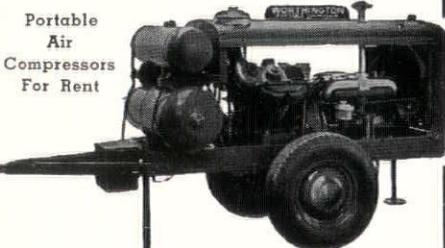
**R. D. THAYER COMPANY**  
WATERPROOFING ENGINEERS  
AND CONTRACTORS

2701 Joy Road — DETROIT (6) — TYler 6-9626  
842 Hall St., S.E.—GRAND RAPIDS (7)—Ph. 5-5180

**THE  
BELDEN  
STARK  
BRICK  
COMPANY**

"Michigan's Foremost Brick Company"  
BELDEN Face Brick Since 1885  
Stark Glazed Tile PC Glass Block  
14305 Livernois Ave., Detroit 4  
WE. 3-1331

Portable  
Air  
Compressors  
For Rent



All Accessories Furnished  
60 to 500 cu. ft. - By Day, Week or Month  
W. H. ANDERSON CO., INC.  
DETROIT, MICHIGAN

### NEW MARLITE FOLDER

Now available is a new full-color, 8½" x 11" illustrated folder showing the striking new line of Marlite Wood and Marble Pattern plastic-finished wall panels manufactured by Marsh Wall Products, Inc., subsidiary of Masonite Corporation.

Five of the new Marlite patterns faithfully reproduce all the rich coloring and grain of selected woods . . . five others re-create the stately dignity and beauty of rare imported marble. The new patterns are adaptable to any architectural treatment or decorative theme, adding versatility to the inherent beauty of these rare building materials.

The new Wood and Marble Patterns offer luxurious interiors at moderate cost in homes, offices, commercial and public buildings, and feature the durable, wear-resistant qualities of all Marlite plastic-finished panels. Large, easy-to-handle panels go up fast over old walls or new, never require costly periodic painting or redecorating, and help cut maintenance costs.

Typical Marlite installation pictures featuring the new Wood and Marble Patterns are included in the colorful folder. Sample copies may be obtained by writing direct to Marsh Wall Products, Inc., Dover, Ohio.

Marlite Michigan representative is William E. Ogden, President of the Producers' Council, Michigan Chapter, 6432 Cass Avenue, Trinity 5-6300.

### HOTEL STATLER, DETROIT

Reservation Request,  
Michigan Society of Architects  
Convention, March 9-10, 1950

Name .....  
(Please Print)

Address .....

City ..... State .....

Unless requested otherwise, we will hold your reservation until 6 p.m. of the day of your arrival.

Date Arriving ..... Hour ..... A.M. P.M.

Room and Bath, for One—per Day  
Shower 4.00  4.50  5.00   
Tub & Shower 6.00  7.00  8.00  8.50   
10.50

Double-Bed Room with Bath, for Two—per Day  
Shower 7.00  7.50   
Tub & Shower 8.00  9.00   
10.00  10.50

Twin-Bed Room with Bath, for Two—per Day  
Shower 8.00   
Tub & Shower 8.50  10.00  10.50   
11.00  11.50  12.00  13.00

SUITE—Living Room, Bed Room and Bath  
For One: 14.50  22.50   
For Two: 17.00 to 25.00

More Than Two Persons in One Room:  
For each additional person in Double or Twin-Bed Room the extra charge is \$2.25 per day.

If a room at the rate requested is unavailable, reservation will be made at the next rate.

### HANLEY COMPANY

E. F. ZERGA, Manager  
Face Brick Unglazed Facing Tile  
Glazed Brick Glazed Facing Tile  
Acid Brick Quarry Tile  
Floor Brick

14545 Schaefer Hy. VE. 7-3200 Detroit 27

**F. H. MARTIN  
CONSTRUCTION CO.**

Cadillac 4890  
955 E. Jefferson Ave. Detroit, Michigan

### The Toledo Plate & Window Glass Co.

**Glass Jobbers & Glazing  
Contractors**

Distributors of  
TEE PEE Asphalt Shingles  
Asbestos Siding

WAREHOUSES  
Detroit Grand Rapids Cleveland Toledo

• SHEET METAL  
• VENTILATING  
• AIR CONDITIONING



OGarth 7494

**M. DEN BRAVEN CO.**  
9080 ALPINE AVENUE  
DETROIT 4, MICHIGAN

## Kurtz Brick Company

COLORFUL OHIO SHALE BRICK  
For Residential and Commercial Building  
14183 Wyoming HO. 2384 Detroit

## Viking Sprinkler Company

Fire Protection Engineers & Contractors  
AUTOMATIC SPRINKLER SYSTEMS  
Also a Complete Line of Pre-Action Devices  
TE. 1-9604 Detroit 1

## Walter L. Couse & Co. GENERAL BUILDERS

12740 Lyndon Ave. VE. 8-0660—1-2-3  
DETROIT 27, MICHIGAN

## STERLING STRUCTURAL STEEL CO.

Structural & Miscellaneous Iron Work  
12700 Lyndon at Meyers Rd.  
Detroit 27 VE. 8-0230

## Murray W. Sales & Co.

WHOLESALE  
PLUMBING and HEATING SUPPLIES  
Flint — Wyandotte — Pontiac  
801 W. Baltimore Detroit 2. TR. 5-4200

Townsend 8-6681 Townsend 8-6540

## MAURICE V. ROGERS CO. GENERAL CONSTRUCTION

839 Collingwood Ave. Detroit 2, Michigan

## Wolverine Stone Company

NATURAL STONE FOR  
ALL BUILDING PURPOSES  
14290 Meyers Road Detroit 27, Michigan  
Telephone: HOgarth 4295

## O. W. BURKE CO. GENERAL CONTRACTOR

FISHER BUILDING  
MADISON 0810 Detroit, Mich

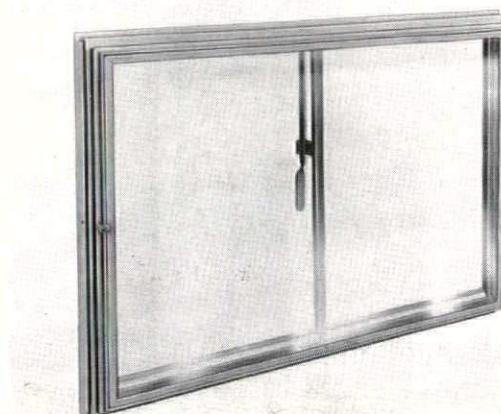
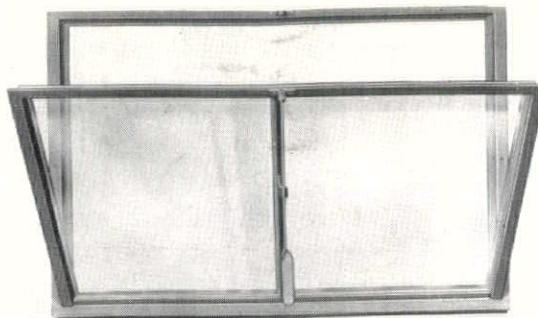
### BEAUTIFUL INTERIORS

are created with wall paper  
We have a competent staff, willing to show  
you the best in style and color, the leading  
Wall Paper Manufacturers of the country  
offer.

Let Us Help You  
"Ask Your Decorator"

## Fisher Wall Paper and Paint Co.

are Michigan's largest wall paper distributors  
6 LOCAL BRANCHES IN DETROIT



### NEW "PACKAGED" WINDOW ANNOUNCED BY FENESTRA

Includes Glass, Screen and Storm Sash

A completely redesigned, entirely new basement window is being offered "in a package" by Detroit Steel Products Company, makers of Fenestra steel building products. It is reported to be the first "packaged" basement window in the metal window industry. The package includes the window, full glazed, screen and a storm sash insert with screws and clips for installing.

Through an ingeniously engineered method, it takes only 60 seconds to attach the screen; and the storm sash can be attached in equally rapid order. Packaging makes the product easy to handle and eliminates handling and loss of parts. Field glazing is done away with.

In redesigning the basement window, the Fenestra manufacturers have constructed a window of steel casement quality, using the same hot rolled steel casement sections that go into Fenestra windows for the upper part of the house. The window has complete double contact weathering, and is completely machined for screens and vertical mullions.

The Fenestra basement window has an open-in vent which easily opens from the top; locking device is positive and trouble free.

The new basement window will also be available unglazed and unpackaged.

Complete information and prices are available by writing Detroit Steel Products Co., 3235 Griffin Street, Detroit 11, Michigan.

## NELSON COMPANY

Plumbing, Heating & Air Conditioning Supplies  
W H O L E S A L E  
Main Office and Display Room  
2604 FOURTH AVE. Phone WO. 2-4160  
Royal Oak — Grosse Pointe — Ann Arbor

## Brick of Distinction

## Thomas Brick & Tile Co.

WAYNE MOHR, Mgr.  
14360 Livernois (4) Townsend 8-1054

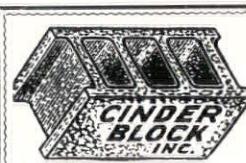
FREDERIC B. STEVENS INCORPORATED  
FACE BRICK, GLAZED BRICK, GLAZED AND  
UNGLAZED TILE, FLOOR TILE—ANTI-HYDRO  
For Hardening and Waterproofing Concrete  
1800-18th St. at Vernor Hwy. TA. 5-0725

## Koenig Coal & Supply Co.

CERTIFIED CONCRETE  
Concrete — Fuel Oil — Coal  
Main Office: 1486 Gratiot Ave. CADILLAC 1584

## John A. Mercier Brick Co.

"MERCRETE"  
SLAG BLOCK SLAG BRICK  
QUALITY FACE BRICK  
3895 Roulo Ave., Dearborn VI. 1-0761

 VErmont 8-3200  
9143 Hubbell  
Detroit 28

## Detroit Fuel & Supply Co.

Complete Builders' Supplies & Lumber  
Producers of Concrete & Cinder Blocks  
5625 East Davison Ave. Detroit 12  
TW. 1-8400

## PLASTI-GLAZE



Plasti-Glaze, the Post-War Glazing Compound to specify. Made from boiled oils and special pigments. Weatherometer tests prove that Plasti-Glaze when properly applied and maintained will last as long as the sash. Dries rubbery hard, not rock hard, easy to apply, easy to remove.

FOR LONG LIFE, WEATHER AND AIR-TIGHT GLAZING USE AMERICA'S LEADING GLAZING COMPOUND — PLASTI-GLAZE.

PLASTIC PRODUCTS CO. INC.  
DETROIT • CHICAGO • JERSEY CITY

Mr. & Mrs. P. R. P. P. R.  
1741 New York Ave., N.W.  
Washington 6, D.C.



THE AMERICAN  
INSTITUTE OF ARCHITECTS

FEB 23 '50 3:10

WASHINGTON, D.C.

R. P.  
FVR

THE  
INSTITUTE  
1050 FEB 21  
WASHINGTON

# WEEKLY BULLETIN

## MICHIGAN SOCIETY OF ARCHITECTS

*A State Organization of The American Institute of Architects*

### OFFICERS

ALDEN B. DOW, President  
ARTHUR J. ZIMMERMANN, 1st V.-President  
RALPH W. HAMMETT, 2nd V.-President  
DONALD A. KIMBALL, 3rd V.-President  
LEO M. BAUER, Secretary  
CORNELIUS L. T. GABLER, Treasurer  
TALMAGE C. HUGHES, Executive Sec.

TALMAGE C. HUGHES, F.A.I.A., Editor  
120 Madison Avenue  
Detroit 26  
Woodward 5-3680  
THEODORE G. SEEMAYER, JR.  
Advertising Director

DIRECTORS  
LYNN W. FRY  
CARL C. F. KRESSBACH  
ADRIAN N. LANGIUS  
CHARLES B. McGREW  
JOHN C. THORNTON  
PETER VANDER LAAN

Entered as second class matter January 15, 1946, at Postoffice at Detroit, Mich., under Act of March 3, 1879. Published weekly  
Subscription price \$2 per year. (Members \$1.00). 5c per copy. (Special Issues \$1.00)

Volume 24

DETROIT, MICHIGAN, FEBRUARY 21, 1950

No. 8

## LAST CALL (BUT ONE) FOR THE SOCIETY'S CONVENTION

The Next Issue of the Weekly Bulletin will be the Convention Number, so now is the time and here is the opportunity to make your reservations at the Statler and plan to attend the 36th Convention.

Opportunity knocks for architects of Michigan to do a favor to themselves as well as to the officers, directors and members of the Michigan Society of Architects, by attending its Thirty-Sixth Annual Convention at Hotel Statler, in Detroit, March 9 and 10, 1950. There is in prospect a goodly attendance from the Western Michigan Chapter and the Saginaw Valley Chapter. It would be too bad if the host Chapter (Detroit) did not respond with good representation.

Registration will begin Thursday afternoon, March 9, following which there will be an informal get-together and viewing of the Producers' Council tabletop exhibits in Rooms 1404 and 1406. Thursday evening the informality will continue with a smoker for ladies and gentlemen in the Bagley room where there will be entertainment, refreshments and a travel film.

The Convention will officially open Friday morning with the Address of the President, Alden B. Dow, in which he will review briefly the activities of the Society for the past year, including those of the principal committees. This will require about one half hour, following which there will be panel discussions led by the president and vice-presidents of the three state chapters.

Friday noon there will be a luncheon in the Bagley Room at the Hotel, at which there will be no scheduled speaker, but instead round-table discussions. The Ladies Luncheon Friday noon in the Terrace Dining Room, will feature a style show.

The Friday afternoon program has been turned over to the Producers' Council, for discussion of "New Developments in Building Materials and Products", with three companies participating in each of two panels. There will be visual demonstrations, slides and live action. This is something that architects, both principals and employees, cannot afford to miss. The

speakers will be leaders on the national level and will develop their themes on an industry-wide basis rather from that of their companies.

Offices, large and small, are being urged to allow their architectural employees Friday afternoon off with pay, in order that they may attend this session of the Convention. It will be well worth while.

The Michigan Building Industry Banquet, concluding event of the Convention, will occupy the Grand Ball Room, Wayne Room and Bagley Room at the Statler—all the facilities they can furnish for a banquet. Roger Allen will be toastmaster and the speaker will be William Hazlett Upson, writer, humorist and lecturer of Alexander Botts fame—that super-salesman of Earthworm Tractors.

This year the Convention has been shortened so as to not take too much time away from your business. Let's take advantage of it to the fullest extent.

### Notice:

To Members of  
Builders and Traders Exchange,  
and Producers Council—  
Weekly Bulletin Subscriptions  
will be billed direct, instead of  
through your organization.

### HOTEL STATLER, DETROIT

Reservation Request,  
Michigan Society of Architects  
Convention, March 9-10, 1950

Name ..... (Please Print)

Address .....

City ..... State .....

Unless requested otherwise, we will hold your reservation until 6 p.m. of the day of your arrival.

Date Arriving ..... Hour ..... A.M. P.M.

Room and Bath, for One—per Day  
Shower 4.00  4.50  5.00   
Tub & Shower 6.00  7.00  8.00  8.50   
10.50

Double-Bed Room with Bath, for Two—per Day  
Shower 7.00  7.50   
Tub & Shower 8.00  9.00   
10.00  10.50

Twin-Bed Room with Bath, for Two—per Day  
Shower 8.00   
Tub & Shower 8.50  10.00  10.50   
11.00  11.50  12.00  13.00

SUITE—Living Room, Bed Room and Bath  
For One: 14.50  22.50   
For Two: 17.00 to 25.00

More Than Two Persons in One Room:  
For each additional person in Double or Twin-Bed Room the extra charge is \$2.25 per day.

If a room at the rate requested is unavailable, reservation will be made at the next rate.

## WILLIAM HAZLETT UPSON TO BE M. S. A. BANQUET SPEAKER

William Hazlett Upson, author of the famous "Earthworm Tractor" series for the **Saturday Evening Post** and a half dozen volumes of light fiction, dislikes being labeled a humorist, but most of his remarks to be delivered here on March 10, at the Michigan Building Industry Banquet are expected to be in a jocular vein.

Upson was born in Glen Ridge, New Jersey and fought in World War I as a private in the 13th Field Artillery in France, an outfit that was first horse-drawn and later mechanized. It was here that he became interested in tanks; and when he was mustered out, he took a job with a tractor company and spent five years travelling over most of the United States and Canada demonstrating and repairing caterpillar tractors.

Bill Upson's short-story writing career began quite by accident. His career as a tractor salesman was interrupted in 1922 by a serious operation. During the long convalescence which followed, he wrote a story and submitted it to **Everybody's Magazine**. A second story was immediately purchased by **Collier's**. Three rejection slips followed the two acceptances, but Upson was sold on the idea of a literary career and was more than willing to forsake his job as a tractor salesman. However, he didn't get away from the tractor business, for, in the literary

**WANTED**—Architectural Draftsmen. Two experienced Senior Architectural Draftsmen for work in Lansing, Michigan. Permanent position. State experience, references, and salary expected in application. Apply Box No. 126, Weekly Bulletin.

### John A. Mercier Brick Co.

"MERCRETE"

SLAG BLOCK      SLAG BRICK  
QUALITY FACE BRICK

3895 Roulo Ave., Dearborn      VI. 1-0761



VERmont 8-3200  
9143 Hubbell  
Detroit 28

THE  
BELDEN  
STARK  
BRICK  
COMPANY

"Michigan's Foremost Brick Company"  
BELDEN Face Brick Since 1885  
Stark Glazed Tile      PC Glass Block  
14305 Livernois Ave., Detroit 4  
WE. 3-1331

character of Alexander Botts—the epitome of all good salesmen everywhere and the character for which this author is best known—Upson continues to deal in tractors and the tractor business.

Though Upson has made his career a combination of writing and selling, he had trained himself originally for scientific farming. He took an agricultural course at Cornell University and after graduation in 1914 found a job on a farm which only terminated with America's entry into World War I.

Upson now makes his home in a Vermont village where he is a member of the Board of Trustees and of the Chamber of Commerce. He spends a lot of time in New York City resting, he says, from the rigors of rural life. He is married and has two children.

The titles of his published books are: "Earthworms Through the Ages", "How to Be Rich Like Me", "Botts in War, Botts in Peace", "Keep 'em Crawling", "The Piano Movers", "Alexander Botts, Earthworm Tractors", and "Earthworms in Europe". Altogether he has published more than 100 stories in the **Saturday Evening Post**. He has completed work on a new book of tractor stories entitled "Hello, Mr. Henderson". A motion picture, "Earthworm Tractors" with Joe E. Brown in the starring role was based on his **Saturday Evening Post** series. Other magazines to which he has been frequent contributor are **Woman's Home Companion**, **Esquire**, **American Legion Magazine**, and various magazines in England. His stories have been translated into Spanish, French, Czech, German and published in Cuba, Argentina, France, Czechoslovakia and Germany.

### From Fortune Magazine, Nov. 1947:

"Alexander Botts, fifty-five, sales manager of the Earthworm Tractor Co., Earthworm City, Illinois, is the best known and best loved of U. S. salesmen. William Hazlett Upson's Saturday Evening Post accounts of the extraordinary behavior of Botts in nearly thirty years of selling heavy machinery have made Botts almost as solid a figure in American folklore as Paul Bunyan, Rip van Winkle, or Little Eva. Botts himself would remark that these other legendary characters are meager stuff."

"The Botts selling career, the Botts selling technique, and the Botts character have emerged over the years largely from a series of reports written by Botts to his superior, Gilbert Henderson, and from the replies of the bewildered, harassed, and incredibly patient Mr. Henderson. Henderson might

have been warned what he was up against by Botts' first job-seeking letter of March 15, 1920. 'I have decided you are the best tractor company in the country, and consequently I am giving you the first chance to hire me . . . I'm a natural born salesman . . .'

"The pattern of Botts is in the heroic tradition—American-style. He is always in deep trouble. Flaws in his own character—such as his brashness—compounded with acts of God, the 'interference' of his home office, and the machinations of competitors put Botts in situations that would overwhelm any ordinary citizen. Botts overcomes seemingly insurmountable obstacles by the use of incredible ingenuity, resourcefulness, and physical energy.

"In selling his beloved mechanical monsters Botts has traveled the U. S. up and down and crosswise. He has wallowed in the mud of Mississippi levees, rubbed his ears against the frosts of Maine, gasped in the desert heat. And he has suffered. Firmly believing that the consummation of a sacred 'sale' is much more important than fol-

(See BILL UPSON—Page 4)

### Wolverine Stone Company

NATURAL STONE FOR  
ALL BUILDING PURPOSES

14290 Meyers Road      Detroit 27, Michigan  
Telephone: HOgarth 4295

### Viking Sprinkler Company

Fire Protection Engineers & Contractors  
AUTOMATIC SPRINKLER SYSTEMS

Also a Complete Line of Pre-Action Devices  
TE. 1-9604      Detroit 1

### STERLING STRUCTURAL STEEL CO.

Structural & Miscellaneous Iron Work  
12700 Lyndon at Meyers Rd.  
Detroit 27      VE. 8-0230

UNiversity 2-3413

### Darin & Armstrong, Inc.

GENERAL CONTRACTORS

2041 FENKELL AVENUE      DETROIT

### Walter L. Couse & Co.

GENERAL BUILDERS

12740 Lyndon Ave.      VE. 8-0660-1-2-3  
DETROIT 27, MICHIGAN

### NELSON COMPANY

Plumbing, Heating & Air Conditioning Supplies  
W H O L E S A L E  
Main Office and Display Room  
2604 FOURTH AVE.      PHONE WO. 2-4160  
Royal Oak — Grosse Pointe — Ann Arbor

# ESD & ASME HEAR TALK ON DETROIT RAPID TRANSIT PLAN

By TED SEEMAYER

"By increasing the gasoline tax two cents and with the expenditure of \$228,344,100, Detroit and its environs can become the leading exponent in the finest network of expressway and rapid transit systems in the country. As it now stands, relatively speaking, Detroit's present system, which has been battered around for 30 years, is no better or no worse than some cities in teeming China."

These beliefs were expressed by **John**, technical advisor to the Detroit Rapid Transit Commission, in his talk on Modern Rapid Transit plans for Metropolitan Detroit at a joint meeting of The Engineering Society of Detroit and the American Society of Mechanical Engineers, attended by 850 interested and civic-minded men and women on January 25 in the Rackham Memorial Building, Detroit.

At the dinner attended by 300 preceding the lecture, W. P. Thomas, chairman of the Civic Affairs committee, E.S.D., introduced the many prominent guests at the speaker's table who are interested in the welfare of Detroit's transit future and the Metropolitan area as a whole.

Among them were: Miss Helen Fassett, member of the City Plan Commission and the staff of Smith, Hinchman & Grylls; Dr. Alfred H. Whitaker, member Detroit City Plan Commission and president of the Detroit Historical Society; H. S. Walker, director of research, Detroit Edison Co. and chairman of Detroit section, A.S.M.E.; Frank H. Riddle, vice president, Ceramic Division, Champion Spark Plug Co. and president of E.S.D.; Thomas C. Hanson, president, Rapid Transit Commission, City of Detroit; Howard K. Gandelot, secretary, Detroit Section, A.S.M.E.; Del A. Smith, Detroit City Council; John H. Witherspoon, Detroit City Controller; E. C. Balch, chief engineer, Michigan Bell Telephone Co. and

Dr. Thomas Conway, Jr. of Philadelphia, president of the Conway Corpora-

George R. Thompson, Detroit City Engineer.

Leroy C. Smith, Wayne County Highway Engineer, Board of County Road Commissioners; John H. Hunt, General Motors Corp., member Civic Affairs Committee, E.S.D.; Joseph R. Parker, J. L. Hudson Co.; Leo J. Nowicki, Gen. Mgr., Dept. of Street Railways; Grant S. Wilcox, Jr., Plymouth Div., Chrysler Corp.; V. J. Snyder, General Electric Co.; J. H. Spurgeon, Chairman program committee, Detroit Sec., A.S.M.E.; F. P. Zimmerli, chief engineer, Barnes, Gibson, Raymond, Div. Associated Spring Corp.; Allen B. Crow, president Detroit Economic Club, and George W. McCordic, Engineer-Director, Huron-Cinton Metropolitan Authority.

James B. Steep, J. P. Hannon, Ernest O. Knight, Willis Hall, Milton C. Selander, Edward M. Walker and Edmund Kuhlman, all of the City Plan Commission; F. D. Campbell, Detroit Edison Co. and member of Civic Affairs Committee, E.S.D.

George F. Emery, Planning Director, City Plan Commission; Fred P. Sisson, Secretary, Detroit Rapid Transit Commission; Harry C. Coons, Deputy Commissioner, Chief Engineer, State Highway Dept.; Howard Cox, representing Traffic Safety Assoc. of Detroit; Stephen J. Carey, representing Corporation Counsel, City of Detroit; T. Allan Smith, member Detroit Rapid Transit Commission; A. F. Malo, City Traffic Engineer and Rodney Baxter, member of Rapid Transit Commission of City of Detroit.

Andrew R. Morison, President, Detroit Chapter, The American Institute of Architects, represented the architectural profession at the meeting.

Conway gave great credit to the Commission for the results of the work and demonstrated his talk by colored slides, pointing out the remarkable increase of Detroit's suburban population in the last ten years, in some cases as much as 200 per cent, and all this in spite of the relative slow transportation prevailing in comparison with that furnished by other cities with rapid transit.

In 1970 the metropolitan area's population will be 2,975,000, according to estimates of the City Plan Commission.

Conway said that in the past most of the estimates made in connection with early rapid transit investigations underestimated the populations growth and hence it was most essential to get the best evidence available.

He cited the fact that in New York 48 stores have established branches in rural areas. The only method of minimizing dispersion of department stores here is rapid and safer transportation to downtown Detroit where a larger selection of merchandise can be made.

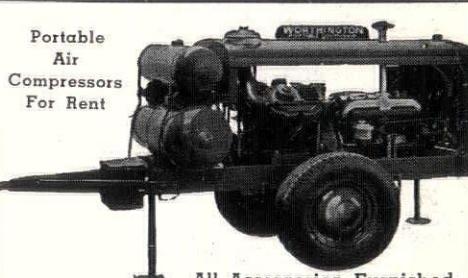
The speaker said that in working out the plan careful consideration was given the fundamental problem of right-of-way. The survey showed the railroad lines were impractical; elevated railroads were rejected because

— LUMBER DEALERS —	
WM. F. BACK LUMBER CO.	WA. 1-9460 5172 St. Jean Avenue
BRAUN LUMBER CO.	TO. 8-0320 Davison and G.T.R.R.
DETROIT LUMBER CO.	VI. 1-2090 5601 W. Jefferson Ave., Detroit 9
RESTRICK LUMBER CO.	WE. 3-4830 14400 Wyoming
F. M. SIBLEY LUMBER CO.	FI. 5100 6460 Kercheval Avenue

Townsend 8-6681 Townsend 8-6540  
**MAURICE V. ROGERS CO.**  
GENERAL CONSTRUCTION  
839 Collingwood Ave. Detroit 2, Michigan

**Heineman & Lovell Co.**  
WATERPROOFING CONTRACTORS  
IRON-BOND SYSTEM  
5327 Tireman Ave., Detroit 4 TY. 6-1225

“OVER 65 YEARS”  
**Robert Hutton & Co., Inc.**  
ROOFING and SHEET METAL  
CONTRACTORS  
622 FORT ST., E. WO. 2-1073

Portable Air Compressors For Rent  
  
All Accessories Furnished  
60 to 500 cu. ft. - By Day, Week or Month  
**W. H. ANDERSON CO., INC.**  
DETROIT, MICHIGAN

NEON and METAL LETTERS  
**Jona** SIGN CO.  
6209 HAMILTON AVE.  
DETROIT 2, MICH.  
PORCELAIN • STAINLESS • ALUMINUM



FOR LONG LIFE, WEATHER AND AIR-TIGHT GLAZING USE AMERICA'S LEADING GLAZING COMPOUND — PLASTI-GLAZE.

**PLASTIC PRODUCTS CO. INC.**  
DETROIT • CHICAGO • JERSEY CITY

of their unattractive appearance and the depreciation of adjacent property values; wider elevated structures carrying rapid transit tracks in the center mall bordered by vehicle roadways were also found wanting; the last because of the required minimum width of 111 feet with additional space necessary at stations and at the location of access to roads. If a parking strip were added to each roadway for incapacitated vehicles, the deck would be at least 133 feet wide. "What would the area under it become in residential districts?" he asked.

As an example, Conway cited the absence of an emergency parking strip on the San Francisco-Oakland Bridge which has cut its actual capacity to 4,000 vehicles per hour, although it should have been 6,000 vehicles per hour.

A 133-foot wide deck is necessary. Subways were also considered but the cost is prohibitive except for short stretches in the downtown area.

By process of elimination, Conway said the final conclusion was reached that an expressway with provisions for rapid transit was the solution.

He pointed out that the Edsel Ford and Lodge Expressway should have had a center mall for rapid transit.

"The required width of a center mall for a two-track line is 33 feet between stations and 55 feet at stations, which, under the plans submitted, are roughly 1.5 miles apart on the average. The estimated additional cost of the expressway with such a rapid transit center mall is \$775,000 per mile, as compared with \$7,800,000 per mile—the cost of the Expressway without the center mall. In other words, the center mall adds 9.4 per cent per mile to the cost of the expressway itself, which includes not only the cost of the right-of-way, but the cost of excavating, bridges, sewers, water mains, etc. necessitated by the longer distance between the top of the slopes. The use of the expressway, therefore, is the only cheap and feasible method of providing a rapid transit right-of-way."

The Expressway Priorities Committee has recommended the following in the order in which they should be built.

1. Extension of the Edsel Ford Expressway from John R to Connor.
2. Widening of Jefferson Ave. to afford larger capacity connection between John C. Lodge and Hastings-Mound Expressways.
3. Construction of Grand River Expressway from Gratiot to Berg Road.
4. Extension of John Lodge Expressway from Pallister to connection with Woodward at McNichols Road.
5. Construction of Hastings-Mound

Expressway from Jefferson to Caniff.

6. Construction of an extension of Grand River Expressway from Wyoming to connection with James Couzens Highway. (This last does not figure in the rapid transit plan.)

The order of the greatest need, in the opinion of Rapid Transit Commission is:

1, Grand River Expressway; 2, Lodge Woodward Expressway, and 3, Hastings-Mound Road Expressway. This is based upon the use of the center mall of adequate width in each expressway, as built, for rapid transit lines.

The Commission recommends the creation of a Detroit Metropolitan Transit Authority, the authority to take over the D.S.R. property as well as rapid transit line and operate the two as one.

It was emphasized that the center malls be reserved on all future expressway rights-of-way on which free-running trains of from 10 to 12 cars with two-man crews, could operate at speeds as high as 63 miles per hour between stops, carrying 500 to 600 persons without standees.

It was felt that all the communities in the metropolitan area should band together to obtain a gasoline tax increase of two cents per gallon. This would have to be brought about through the State Legislature.

A question and answer forum took place after the talk which was entered into spiritedly by the audience.

#### BILL UPSON

(Continued from Page 2)

lowing the rigid letter of the law, he has fretted in more than a few hoo-sows. He has endured bruises, strained muscles, and broken bones. The fantastic difficulties that invariably rise up before him are, to Botts, merely a welcome challenge to his talents. 'It's a good thing you didn't send an ordinary man on this job . . .'

"While the basic pattern of the Botts stories seldom changes, the variations are fascinating and the Bottsophile is never bored. Botts is ever gullible, being as much a sucker for a hard-luck story as for a salted gold mine. He is often childish (in preparation for selling a tractor to an English lord he toggled himself out in cutaway, gray derby, and spats). He is vain, naive, painfully candid, occasionally plain stupid. He is indefatigable. When he says, 'Having once set my hand to the plow, I will never, like Lot's wife, look back,' he is guilty of understatement.

"But the Botts quality that has endeared him to millions of followers is, of course, his fiendish ingenuity. Who but Botts could sell a tractor in Venice? Who but Botts could have saved the unfortunate Army lieutenant who, in midwinter, built a bridge over a non-existent river? (That one was duck soup to Botts; he merely diverted a river so that it ran under the bridge.)

## F. H. MARTIN CONSTRUCTION CO.

Cadillac 4890

955 E. Jefferson Ave. Detroit, Michigan

*Brick of Distinction*

## Thomas Brick & Tile Co.

WAYNE MOHR, Mgr.

Townsend 8 1354

## Detroit Fuel & Supply Co.

Complete Builders' Supplies & Lumber  
Producers of Concrete & Cinder Blocks  
5625 East Davison Ave. Detroit 12  
TW. 1-8400

## Murray W. Sales & Co.

WHOLESALE  
PLUMBING and HEATING SUPPLIES  
Flint — Wyandotte — Pontiac  
801 W. Baltimore Detroit 2. TR. 5-4200

## H. H. DICKINSON CO.

COMPLETE BUILDERS SUPPLIES  
Armed Concrete Curbing  
Master Builders Products  
HEATILATORS - ASPHALTS  
5785 Hamilton Avenue MADISON 4950

## O. W. BURKE CO.

GENERAL CONTRACTOR

FISHER BUILDING  
MADISON 0810 Detroit, Mich

## Koenig Coal & Supply Co.

CERTIFIED CONCRETE

Concrete — Fuel Oil — Coal  
Main Office: 1486 Gratiot Ave. CADILLAC 1584

## R. D. THAYER COMPANY

WATERPROOFING ENGINEERS  
AND CONTRACTORS

2701 Joy Road — DETROIT (6) — TYler 6-9626  
842 Hall St., S.E.—GRAND RAPIDS (7)—Ph. 5-5180

## GEORGE A. ODIEN, INC.

UNDERGROUND CONSTRUCTION

TYler 4-0100

1935 McGRAW AVE.

DETROIT 8

## HANLEY COMPANY

E. F. ZERGA, Manager

Face Brick Unglazed Facing Tile  
Glazed Brick Glazed Facing Tile  
Acid Brick Quarry Tile  
Floor Brick

14545 Schaefer Hy. VE. 7-3200 Detroit 27

**Kerry B/C Company**

COLORFUL OHIO SHALE BRICK

For Residential and Commercial Building

14183 Wyoming HO. 2384 Detroit

*Eggers*

# WEEKLY BULLETIN

## MICHIGAN SOCIETY OF ARCHITECTS

*A State Organization of The American Institute of Architects*

### OFFICERS

ALDEN B. DOW, President  
ARTHUR J. ZIMMERMANN, 1st V.-President  
RALPH W. HAMMETT, 2nd V.-President  
DONALD A. KIMBALL, 3rd V.-President  
LEO M. BAUER, Secretary  
CORNELIUS L. T. GABLER, Treasurer  
TALMAGE C. HUGHES, Executive Sec.

TALMAGE C. HUGHES, F.A.I.A., Editor  
120 Madison Avenue  
Detroit 26  
WOodward 5-3680  
THEODORE G. SEEMAYER, JR.  
Advertising Director

### DIRECTORS

LYNN W. FRY  
CARL C. F. KRESSBACH  
ADRIAN N. LANGIUS  
CHARLES B. McGREW  
JOHN C. THORNTON  
PETER VANDER LAAN

Entered as second class matter January 15, 1946, at Postoffice at Detroit, Mich., under Act of March 3, 1879. Published weekly  
Subscription price \$2 per year. (Members \$1.00). 5c per copy. (Special Issues \$1.00)

Volume 24

DETROIT, MICHIGAN, FEBRUARY 28, 1950

No. 9

## M. S. A. THIRTY-SIXTH ANNUAL CONVENTION NUMBER



WASHINGTON BOULEVARD ENTRANCE, HOTEL STATLER, DETROIT

Headquarters for the Society's Convention, March 9-10, 1950



TOILET PARTITIONS



## *Greetings*

Once again may we take this opportunity to extend to our friends of the Society our best wishes for a very successful meeting. We sincerely hope that our services to you this year will further cement the now existent feeling of mutual confidence we value so highly.

—

*In Eastern Michigan:* **R. E. LEGGETTE COMPANY**, 6425 W. Vernor Hwy., Detroit 9, Michigan. Phone VI. 3-4060.

*In Western Michigan:* **LEGGETTE - MICHAELS COMPANY**, 906 Grandville, S.W., Grand Rapids 9, Michigan. Phone Grand Rapids 5-0093.

# **CUNNINGHAM-LIMP COMPANY**

**GENERAL CONTRACTORS**

**3087 W. Grand Boulevard**

**Detroit 2, Michigan**

# How to put MORE daylight where you WANT it — and do it economically

## 1. Enough Daylight on Every Desk.

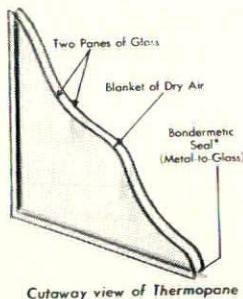
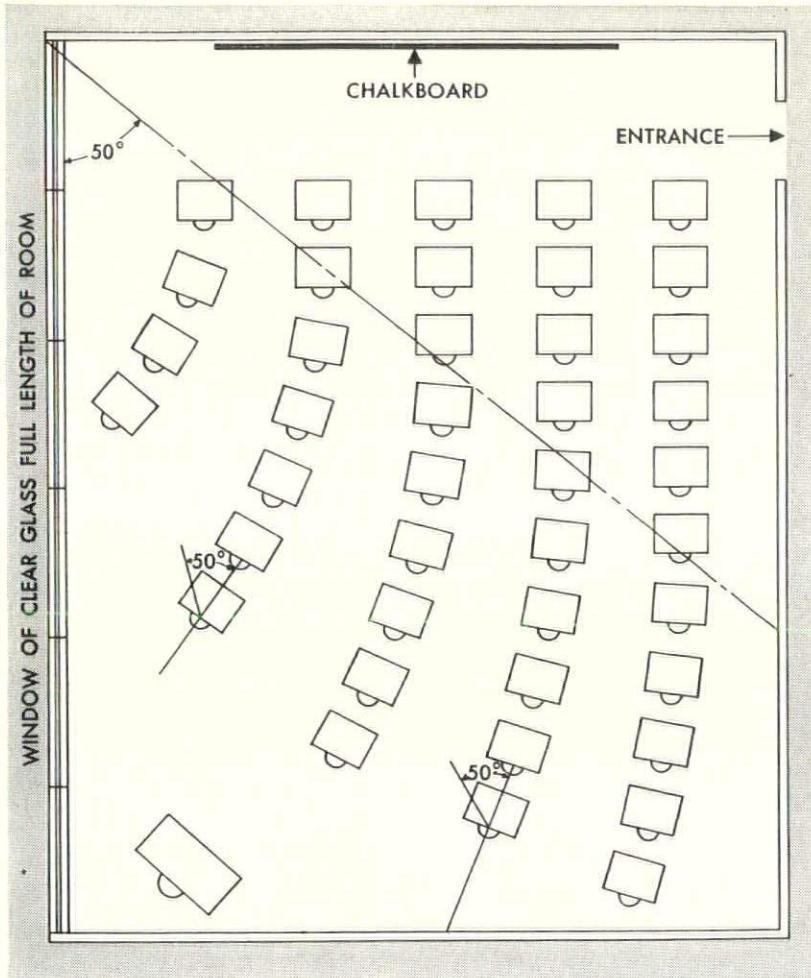
## 2. Avoidance of Bright Spots or Annoying Contrasts.

These two basic aims of good classroom daylighting need not entail expensive materials or techniques. That has been proved by two years of comprehensive research study at Southern Methodist University by Professor R. L. Bieseile, Jr.

By simply using flat glass for high light transmission and using proper reflective interior surfaces, correct daylighting can be had at low cost.

A summary of Professor Bieseile's findings is available to school boards and architects. It includes suggestions for window treatment, selection of glass, shading devices, decoration and seating arrangement. Mail the coupon for your copy.

This diagram shows a room arrangement found beneficial to all students. Windows of clear glass, free from piers, extend from front wall to the back.



## THERMOPANE\* . . . for insulation of glass areas

For greater comfort and fuel savings, use L·O·F insulating glass. Composed of two panes of glass with dry air sealed between, it cuts heat loss, reduces drafts, minimizes condensation, makes daylight design practical

in all climates. A window wall double glazed with clear flat glass transmits 81% of daylight—more than an equal area of any other form of double glass insulating unit. That's why more and more schools have *Thermopane* windows.



# Thermopane

MADE ONLY BY LIBBEY·OWENS·FORD GLASS COMPANY  
MS2 Nicholas Building, Toledo, Ohio

Libbey-Owens-Ford Glass Company  
MS2 Nicholas Building, Toledo 3, Ohio

Please send me a free copy of "Daylight Engineering in Schools", plus information on *Thermopane*.

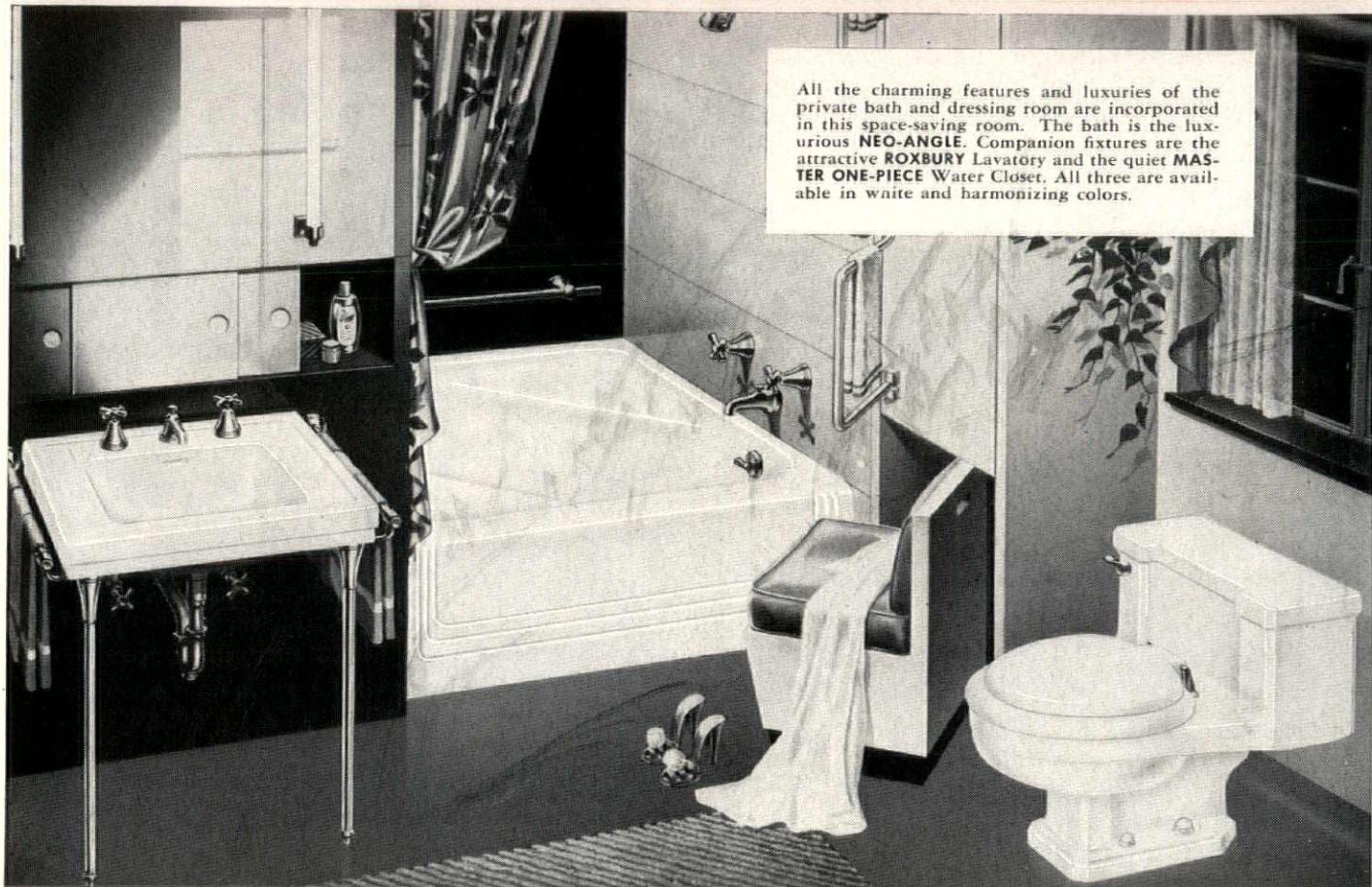
Name . . . . .

Address . . . . .

City . . . . . Zone . . . . . State . . . . .

# AMERICAN-Standard

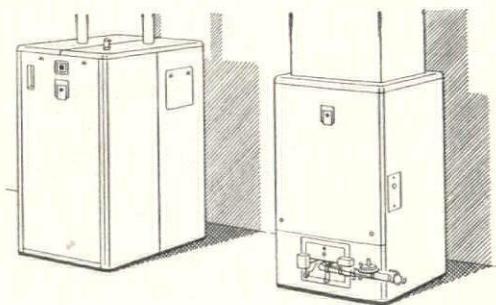
First in heating . . . first in plumbing



All the charming features and luxuries of the private bath and dressing room are incorporated in this space-saving room. The bath is the luxurious NEO-ANGLE. Companion fixtures are the attractive ROXBURY Lavatory and the quiet MASTER ONE-PIECE Water Closet. All three are available in white and harmonizing colors.

## Beauty that's more than skin deep . . .

■ American-Standard products are styled to stand out in any setting. But their good looks go a lot deeper than their trim lines, smooth finishes and striking colors. It's the beautiful way they perform and stand up in actual installations—the efficient, trouble-free service they give in the home—that make them the finest heating equipment and plumbing fixtures that money can buy. For information about the complete line, contact your Heating and Plumbing Contractor. **American Radiator & Standard Sanitary Corporation, P. O. Box 1226, Pittsburgh 30, Pa.**



Two of the many modern heating units made by American-Standard. Left—The oil fired OAK-MONT Boiler. Right—The gas fired SHAWNEE Warm Air Furnace. The complete line covers equipment for every type of heating . . . and for every kind of fuel.

*Look for this*  *Mark of Merit*

*Serving home and industry*

AMERICAN-STANDARD • AMERICAN BLOWER • CHURCH SEATS • DETROIT LUBRICATOR • KEWANEE BOILER • ROSS HEATER • TONAWANDA IRON

# Greetings

*From the Membership*

## The Detroit AGC Chapter

Now in its thirty-fourth year of  
industry and community service—



Albert A. Albrecht Co.	WO 2-2580	Jutton-Kelly Co.	LU 1-8300
Atkin-Fordon Co.	TE 4-4800	W. J. C. Kaufmann Co.	WA 1-2165
The Barry Company	TW 3-6700	Kuhne-Simmons Co., Inc.	WO 1-8147
Barton-Malow Co.	WO 1-3450	A. W. Kutsche & Co.	TR 1-8410
Bass Engr. & Constr. Co.	JO 4-6150	Henry M. Martens Co.	WO 1-7932
Bryant & Detwiler Co.	WO 3-4480	F. H. Martin Constr. Co.	WO 1-4890
O. W. Burke Co.	TR 5-0810	Arthur O. Misch Co.	TW 3-7900
John Cooley Co.	WO 1-7190	Chas. J. Rogers, Inc.	VE 6-2160
Walter L. Couse & Co.	VE 8-0660	Stibbard Constr. Co.	TE 1-8020
Thos. E. Currie Co.	VA 2-2518	W. J. Storen Co.	WO 3-3316
Darin & Armstrong, Inc.	UN 2-3413	Talbot & Meier, Inc.	TO 8-3315
Denton Construction Co.	TR 1-7020	F. H. Taylor Co.	KE 2-2500
Faulkner Constr. Co.	JO 4-5704	J. A. Utley Co.	JO 4-6960
J. A. Fredman — Pontiac	Federal 2-5010	Walbridge, Aldinger Co.	WO 1-1282
Hamer Brothers, Inc.	TR 5-8620	Wermuth, Inc.	.....
Industrial Constr. Co.	LA 7-2414	John C. Westphal Co.	VE 7-3605
	W. E. Wood Company	TY 6-2950	

### THE ASSOCIATED GENERAL CONTRACTORS OF AMERICA DETROIT CHAPTER, INC.

Ralph A. MacMullan, Secretary-Manager

1437-8-9 Book Building

WO. 2-6297-8

Detroit 26, Michigan



**TRUSCON**  
**Residential**  
**INTERIOR**  
**DOORS**

*sharp modern beauty...*



*The lasting beauty of Truscon Residential Doors will grace any home.*



*Truscon Sliding Closet Doors provide greater availability of storage and room space.*

**long timeless service...**

New progress in steel

...new opportunities for extra quality at lower cost!

Truscon Residential Steel Interior Doors and Frames are attractive in design. Handsomely modern in appearance. Precision engineered and manufactured, these doors assure smooth, quiet and trouble-free operation. Outstanding economy of labor and material for installation is a major feature. Steel construction protects against warping, shrinking or sagging during the life of the structure. Efficiency of space and operating convenience are special advantages of the sliding closet doors. Truscon

Residential Interior Doors are steel...are strong...are sensible.

Write for the new Residential door catalogue giving complete range of sizes and full details.

**TRUSCON DETROIT DISTRICT SALES OFFICE**

615 Wayne Street Detroit 26, Mich.  
 Telephone No.: WOODWARD 1-3830



FREE Book on Truscon "O-T" Steel Joists. Write for it. The Truscon Steel Company Manufactures a Complete Line of Steel Windows and Mechanical Operators...Steel Joists...Metal Lath...Steel-deck Roofs...Reinforcing Steel...Industrial and Hangar Steel Doors...Bank Vault Reinforcing...Radio Towers...Bridge Floors.

**TRUSCON STEEL COMPANY**

Subsidiary of Republic Steel Corporation

**YOUNGSTOWN 1, OHIO**

Warehouses and sales offices in principal cities



## REAL PARTNER

The first requirement that a prospective partner should be able to meet is that he be honest.

Not honest in some vague, indefinite way; but interested, loyal and faithful. Not one who, when trouble comes, will hide his assets and attempt to evade his partnership obligations; but one who will loyally assume his share of the burden.

The Fidelity and Deposit Company is in every sense of the word a *real* partner to the contractors whose bonds it signs.



FIDELITY, SURETY AND BANKERS BLANKET BONDS  
BURGLARY, ROBBERY, FORGERY, GLASS INSURANCE

**FIDELITY**  
and **DEPOSIT**  
**COMPANY OF MARYLAND**  
**BALTIMORE**

DETROIT BRANCH: 2324-32 Dime Building, Detroit 6  
Telephone WOODWARD 1-4323

## Mr. Architect

**M**ICHIGAN'S largest manufacturers of Architectural Millwork to serve you. Nothing too difficult to detail and make. Our drafting room of ten expert millwork draftsmen can help you out in detailing your millwork problems. Our two modern millwork plants and 200 thoroughly experienced cabinet makers and machine men at your disposal to manufacture your architectural millwork. We are strictly manufacturers of high grade millwork.

### PONTIAC MILLWORK CO.

W. S. DOWNS, Owner

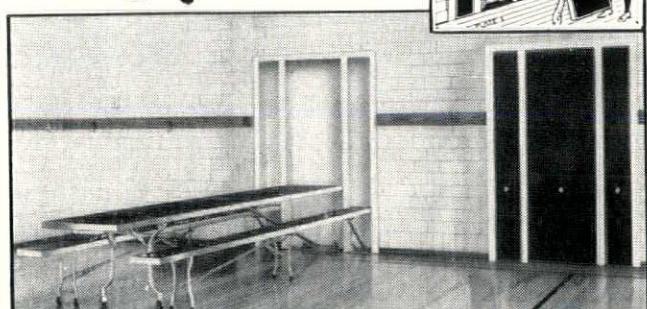
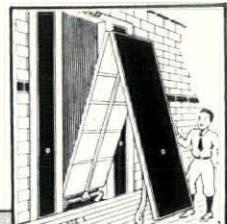
SASH, DOORS, INTERIOR FINISH  
and HIGH GRADE CABINET WORK

Pontiac 17, Michigan

Home Office and Factory  
2005 Pontiac Rd.  
Federal 5-6024

Factory Branch:  
Frankfort, Michigan  
Phone 7-1121

*Save  
Space!*



## MAKE LUNCHEON AREAS SERVE DOUBLE DUTY!

In wide use nationally. Easy to install in new or existing buildings. Roll out complete lunchroom for 200 in 8 minutes. See SWEET'S or write for details.

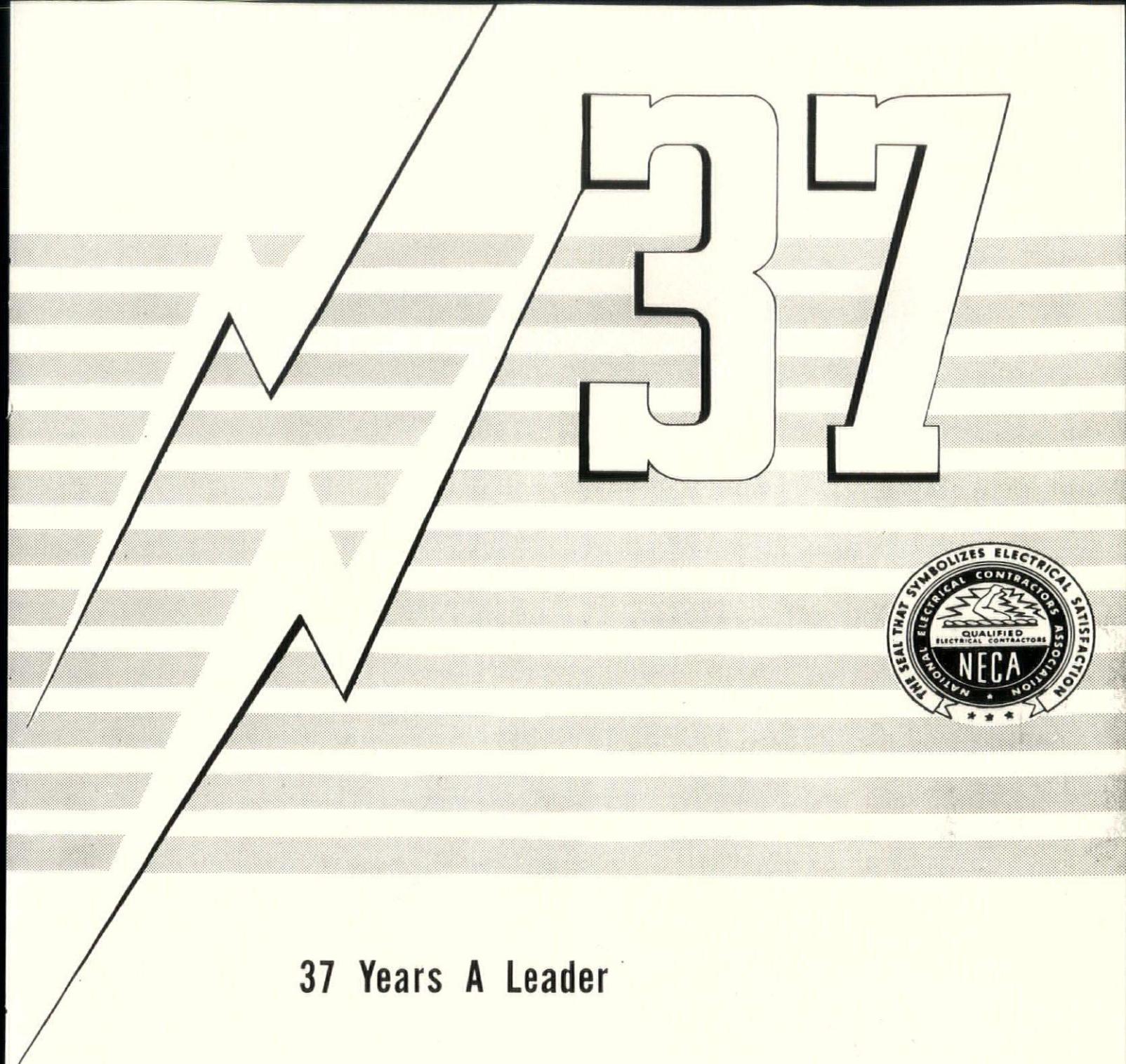
MICHIGAN DIST.

McFadden Corp.  
619 E. Hazel St.  
LANSING, MICH.

**SCHIEBER**  
**In-wall**

**FOLDING TABLES & BENCHES**

WEEKLY BULLETIN



# 37



37 Years A Leader

## THE JOHN H. BUSBY COMPANY

Electrical Contractors and Engineers

IT HAS BEEN OUR PLEASURE TO HAVE BEEN ABLE  
TO COOPERATE WITH THE MEMBERS OF THE  
MICHIGAN SOCIETY OF ARCHITECTS  
FOR SUCH A LONG PERIOD

826 CHERRY STREET  
Detroit 1, Michigan  
WOodward 1-1681

JOHN H. BUSBY, President

HERMAN C. MAISE, Vice President

# W. E. WOOD CO.

DETROIT 8 MICHIGAN

## BUILDING CONSTRUCTION

1909 — 1950

FORTY-ONE YEARS  
OUTSTANDING CONSTRUCTION SERVICE

HENRY J. BRENNAN  
PRESIDENT



W. FRANK AUSTIN  
VICE PRESIDENT

LEO P. RICHARDSON  
SECRETARY AND TREASURER

# Weekly Bulletin

Volume 24, No. 9  
Talmage C. Hughes, F.A.I.A.  
Editor



Feb. 28, 1950  
Theodore G. Seemeyer, Jr.  
Adv. Dir.

120 Madison Ave., Detroit 26, Mich.

Entered as second-class matter, Jan. 15, 1946, at the Post Office at Detroit, Mich., under the Act of March 3, 1879. Published Weekly. Subscription Price: \$2 per year. (Members \$1.00.)

5c per copy

Special Numbers \$1.00

## MSA STANDING COMMITTEES

(First Named Is Chairman)

### ADMINISTRATION:

John C. Thornton  
Arthur J. Zimmermann  
Carl C. F. Kressbach  
Leo M. Bauer

### PUBLIC AND PROFESSIONAL RELATIONS:

Charles B. McGrew  
Adrian N. Langius  
Lynn W. Fry  
Peter Vander Laan

### EDUCATION AND RESEARCH:

Ralph W. Hammett  
Cornelius L. T. Gabler  
Donald A. Kimball  
Peter Vander Laan

## MSA SPECIAL COMMITTEES

### MIDSUMMER CONVENTION:

(Chairman Not Named)  
Donald A. Kimball  
Adrian N. Langius  
Lynn W. Fry

### APELSCOR:

Charles B. McGrew  
Carl C. F. Kressbach

#### Alternates:

Carl B. Marr  
Eberle M. Smith

### 36TH CONVENTION COMMITTEE:

Carl B. Marr  
Talmage C. Hughes  
Edward G. Rosella

### LADIES COMMITTEE (36th Conv.):

Vada Dow (Honorary)  
Grace Pilafian, Chairman  
Priscilla Blair  
Ruth Cleland  
Margaret Hughes  
Hazel McGrew  
Helen Morison

#### Hostesses:

Freda Hewlett  
Virginia Stirton  
Madge Williams

## MICHIGAN BUILDING INDUSTRY BANQUET COMMITTEE:

Paul R. Marshall, Chairman

### REPRESENTING PRODUCERS' COUNCIL:

Joseph F. Busse  
Dayton L. Prouty  
Walter J. Torbet

### REPRESENTING THE BUILDERS and TRADERS EXCHANGE:

Alfred J. Brodine  
Edwin J. Brunner  
Paul R. Marshall

### REPRESENTING THE MICHIGAN SOCIETY OF ARCHITECTS:

Carl B. Marr  
Andrew R. Morison  
Malcolm R. Stirton

## DETROIT CHAPTER COMMITTEES

John O. Blair, Chairman  
Talmage C. Hughes  
Arthur K. Hyde

### PROFESSIONAL PRACTICE:

Thomas H. Hewlett, Chairman  
F. Huston Colvin  
Charles B. McGrew  
Henry F. Stanton

### RELATIONS WITH THE CONSTRUCTION INDUSTRY:

John C. Thornton, Chairman  
Leo I. Perry  
George L. W. Schulz

### PUBLIC RELATIONS:

Cornelius L. T. Gabler, Chairman  
Leo M. Bauer  
Ralph R. Calder  
Owen A. Luckenbach

### EDUCATION AND RESEARCH:

Malcolm R. Stirton, Chairman  
L. Robert Blakeslee  
Ralph W. Hammett  
Earl W. Pellerin

### PUBLIC INFORMATION:

Talmage C. Hughes, Chairman  
Frank Barcus  
George B. Brigham

### ALLIED ARTS AND SCIENCES:

Amedeo Leone, Chairman  
George J. Bery  
Robert F. Calder  
Linn C. Smith

### CIVIC DESIGN AND ZONING:

Eberle M. Smith, Chairman  
Helen L. Fassett  
Louis G. Redstone  
Alex Linn Trout

### PROGRAM:

Suren Pilafian, Chairman  
Wells I. Bennett  
Talmage C. Hughes  
Emil Lorch  
Charles B. McGrew  
Edward G. Rosella  
Jonathan Taylor

### LIAISON WITH PRODUCERS' COUNCIL:

C. William Palmer  
Cyril F. Cox

### INTERPROFESSIONAL COUNCIL:

Julian R. Cowin, Chairman  
Clair W. Ditchy  
Vernon L. Venman

### CONSULTANTS TO CITY PLAN COMMISSION:

Eugene T. Cleland, Chairman  
William E. Kapp  
Eberle M. Smith  
Henry F. Stanton

### APELSCOR:

Emil Lorch  
Maurice E. Hammond

#### Alternates:

H. Sanborn Brown  
Andrew R. Morison

### CHAPTER HISTORY:

Emil Lorch, Chairman  
Marcus R. Burrowes  
Clair W. Ditchy  
David H. Williams, Jr.

### REPRESENTATIVES TO ENGINEERING SOCIETY OF DETROIT:

Leo M. Bauer  
Maurice E. Hammond

## WESTERN MICHIGAN CHAPTER COMMITTEES

### EDUCATION AND REGISTRATION:

John P. Baker, Chairman  
Paul E. Flanagan  
Rodger Stroop

### APELSCOR:

Harry L. Mead, Chairman  
Clarence H. Rosa  
Louis C. Kingscott

### MEMBERSHIP:

Peter Vander Laan, Chairman  
Raymond I. Olson  
Clark R. Ackley

### PUBLIC RELATIONS:

Phillip C. Haughey, Chairman  
Charles O'Bryon  
Ralph L. Bauer  
Charles Opdyke

### PROGRAM:

George W. Sprau, Chairman  
Elmer J. Manson  
Carl J. Rudine

### ADVISOR TO GRAND RAPIDS PLANNING COMMITTEE:

Harry L. Mead

## SAGINAW VALLEY CHAPTER

Donald A. Kimball, President  
John MacKenzie, Vice-president  
Frederick E. Wigen, Secretary  
Glenn M. Beach, Treasurer

# We Are The Selected Curtis Woodwork Dealers For The Metropolitan Detroit Area



Through us you can obtain pertinent and accurate information on all Curtis Woodwork Products. Our stocks are available for instant service. Detail drawings provided by Curtis save many drafting hours. Only Curtis Dealers can give you authentic price information on Curtis Woodwork. Your inquiries will be welcome and much appreciated.

## RESTRICK LUMBER CO.

WEBster 3-4830

## ALBERT B. LOWRIE LUMBER CO.

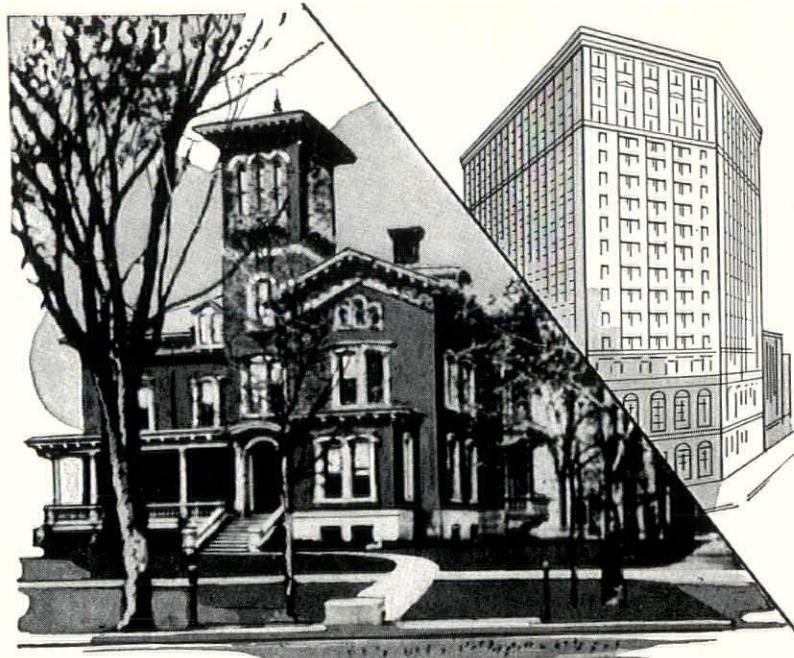
LUzon 1-1111

## LOWRIE LUMBER CO.

VInewood 1-1700

## BRAUN LUMBER CORP.

TOwnsend 8-0320



**The S.W. Corner of Park and Washington Boulevard—1881**  
(Present site of the Hotel Statler)

This was the Detroit residence of John J. Bagley, Governor of Michigan from 1873 to 1877. Little did Mr. Bagley realize that the majestic and beautiful Hotel Statler would one day repose upon the exact location he chose for his Detroit home.

## IN MEMORIAM

Alexander G. Donaldson  
Branson V. Gamber  
Roland C. Gies  
Derrick Hubert  
F. Gordon Pickell  
Frank R. Walker  
Harry L. White

(Burton Abstract and Title Co.)

# MICHIGAN SOCIETY OF ARCHITECTS

## THIRTY-SIXTH ANNUAL CONVENTION

### HOTEL STATLER, DETROIT

### March 9 and 10, 1950

#### THURSDAY, MARCH 9, 1950

2:00 P.M.—Registration, Mezzanine Floor, Statler, Registration \$2  
 Informal Get-together, viewing of Producers' Council Table-Top Exhibits, Rooms 1404-1406

7:30 P.M.—Smoker, Bagley Room; Entertainment, Refreshments, Travel Film, Ladies Invited (No Group Dinner Scheduled)

#### FRIDAY, MARCH 10, 1950

8:00 A.M.—Breakfast Meeting of the Board of Directors,  
 Parlor D Statler

9:00 A.M.—Continuation of Registration

9:30 A.M.—Official Opening of the Convention, English  
 Room, President Alden B. Dow Presiding  
 Greeting to the Convention by the President  
 In Memoriam

Report of the Treasurer of the Society,  
 Cornelius L. T. Gabler

Report of Auditors for the Treasurer's Report  
 Adrian N. Langius

10:00 A.M.—Panel Discussions—"How can Architects  
 Become More Active in City Planning?"  
 Speakers: Andrew R. Morison, President,  
 Detroit Chapter, A.I.A.  
 Chris Steketee, President, Western Michigan  
 Chapter, A.I.A.  
 Donald A. Kimball, President, Saginaw Valley  
 Chapter, A.I.A.  
 Open Discussion

"If Education does not stop with a Diploma,  
 What shall we do to start the Young Graduates  
 in the Direction of being Capable Practitioners?"

Speakers: Charles B. McGrew, Vice-President,  
 Detroit Chapter, A.I.A.

George W. Sprau, Vice-President, Western  
 Michigan Chapter, A.I.A.

John MacKenzie, Vice-President, Saginaw  
 Valley Chapter, A.I.A.

Open Discussion

12:30 P.M.—Luncheon, Bagley Room, Round-Table  
 Discussions

Ladies' Luncheon, Style Show, Terrace Dining  
 Room

2:00 P.M.—Panel Discussion, English Room  
 Sponsored by Producers' Council  
 "Planning for Modern Toilet Rooms"  
 Participating Companies: American Radiator &  
 Standard Sanitary Corporation, J. A. Zurn  
 Manufacturing Company, Metropolitan Brick  
 Company, Sanymetal Products Company  
 Open Discussion

"Modern Methods of Fastening"  
 Participating Companies: Stemco Corporation,  
 Nelson Stud Welding Division of Morton Gregory  
 Corporation, Miracle Adhesives Corporation

Open Discussion

7:00 P.M.—Annual Michigan Building Industry Banquet,  
 Grand Ball Room, Wayne Room and Bagley  
 Room. Those to be seated at the Speakers'  
 Table will assemble in the Ivory Room  
 Toastmaster, Roger Allen, Past President of the  
 Michigan Society of Architects

Address: WILLIAM HAZLETT UPSON, Writer,  
 Humorist, Lecturer; Creator of Alexander  
 Botts, Fiction's Super Salesman of "Earthworm  
 Tractors"

(Tickets must be Reserved in Advance)

#### ADJOURNMENT OF THE CONVENTION

All Sessions of the Convention are open to the  
 Public, including Ladies. All Sessions are at the  
 Hotel Statler, Detroit

# Better Quality Plumbing and Heating Products

AVAILABLE FROM THESE 5 COMPLETE-LINE WAREHOUSES

## All Around the Town!

Complete Kitchens and Bathrooms  
in latest designs and colors . . .  
glass shower doors and tub enclosures . . .  
convector, base board radiators, radiant  
heating . . . are all on display in our showroom . . .

### NORTHWEST DETROIT UNIT



12389 Schaefer Hwy. near Fullerton Ave.

### ROYAL OAK UNIT



332 E. Lincoln Ave.

COMPETENT

COURTEOUS AND

INTELLIGENT

PLUMBING AND

HEATING ADVICE

AND ASSISTANCE

FOR ARCHITECTS

AND THEIR CLIENTS

### DISPLAY ROOMS AND MAIN OFFICE



2604—4th Ave. at Grand River Ave.

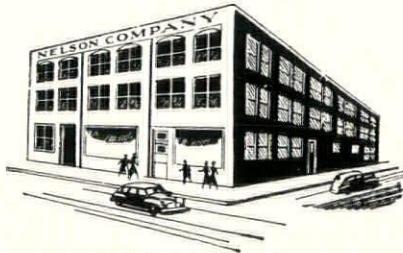
Plumbing fixtures and  
heating equipment for  
homes, stores, commercial  
buildings, schools, factories,  
hospitals, institutions, apart-  
ment houses, hotels, churches  
and all other types of  
buildings.

### GROSSE POINTE UNIT



4888 Lakepointe Ave. near East Warren Ave.

### ANN ARBOR UNIT



109 E. Madison Ave.

# NELSON COMPANY

Wholesalers of BETTER Plumbing and Heating Products

*Better Health Through Better Plumbing*

# THIRTY-SIXTH ANNUAL CONVENTION OF THE MICHIGAN SOCIETY OF ARCHITECTS

HOTEL STATLER, DETROIT, MARCH 9-10, 1950

Organization is the balance wheel of civilization. Without it society would disintegrate. If there were no Michigan Society of Architects, it would be necessary to form one to deal with matters of statewide interest to the profession; matters of legislation, registration, fees, principles of professional practice and many others. Otherwise only chaos would result from the chapters being at variance on these vital subjects.

Standing in a profession is rated by the way in which a man is regarded by his professional compeers. Professional contacts are necessary to the well-rounded professional equipment. The man who neglects or refuses to identify himself with and to take active part in his organization is open to the imputation of being afraid to meet his equals on common ground. Such men are very likely to be behind the times in the knowledge of common practice.

The charge has sometimes been made that the Michigan Society of Architects is controlled by a small group. If there is any basis at all for this statement, it is undoubtedly because the one making the charge is himself deficient in his responsibility. Individual initiative can accomplish little in strengthening the architect's position unless that effort is directed through the channels of organization.

This 36th Annual Convention of the Society has been reduced to practically a one-day affair in order to encourage attendance. Offices in Detroit, both large and small, are being asked to give their employees a half day off with pay on Friday afternoon, March 10. It is true that many members of the Detroit Chapter, A.I.A. are employed in the large offices of the city, hence, would hesitate to sacrifice the time away from their employment. Certainly it means a sacrifice for the employer to grant this time off but it should be well worth while.

Registration will begin Thursday afternoon and it is hoped that those who are to come from out of the city will be here before the end of the day Thursday, and be ready for business the next morning. The Hotel Statler has gone all out to give us every advantage toward having a most successful series of meetings.

Of course, the Producers' Council will play their usual important role and their good fellowship and assistance is greatly appreciated. They will have displays in the nature of table-top exhibits, showing some of the new developments in materials and equipment.

Thursday evening has been set aside for an old-fashioned smoker which will differ only in the fact that it will be for ladies and gentlemen. There will be plenty of fun, refreshments, entertainment, a travel movie and all that goes to make a good time.

Friday morning the Society's Board of Directors will meet at breakfast in Hotel Statler. This will take the place of the regular March meeting of the Board and will, in addition to the usual matters, consider the subjects for the

Convention, in a final going-over of the program.

Registration will continue Friday morning and the first business session will be held in the English Room. President Dow will open the Convention with his address of welcome, and brief report on the year's activities. Instead of separate reports from the various committees, the President will touch upon them in his report. The President and the Board have done outstanding work in the interest of the profession during the past year and every architect in the state of Michigan owes it to the President and the Board to attend and lend encouragement. Perhaps few architects realize the extent to which these men go in their interest.

Following the President's address, the presidents of the three chapters in Michigan will provide a program on the subject, "How can Architects Become More Active in General City Planning?" Andrew R. Morison, President of the Detroit Chapter; Chris Steketee, President of the Western Michigan Chapter, and Donald A. Kimball, President of the Saginaw Valley Chapter, will develop the subject from separate viewpoints.

Another feature of this session will be by the Vice-presidents of the chapters: Charles B. McGrew, Detroit; George W. Sprau, Western Michigan and John MacKenzie, Saginaw Valley. Their subject will be "If Education Does not Stop with a Diploma, what shall we do to start the Young Graduate in the Direction of being a Capable Practitioner?" This sounds like a long subject but it is an important one.

There will be ample time for discussion from the floor and it is hoped that many will enter into it.

Ladies are especially invited to attend all sessions of the Convention. There will be special events for them, planned by Mrs. Suren Pilafian, Chairman of the Ladies Committee. She has arranged a special luncheon in the Terrace Dining Room, where there will be a style show. This takes place on Friday, at the same time as the main luncheon in the Bagley Room. No speakers are scheduled for the main luncheon, instead round-table discussions will take place.

Friday afternoon the program has been turned over to the Producers' Council and they have engaged leaders on the national level who will discuss

the material and products situation from an industry-wide standpoint. There will be two panel discussions. The first panel will be on "Planning for Modern Toilet Rooms". There will be a display and the participating companies will be American Radiator & Standard Sanitary Corporation, J. A. Zurn Manufacturing Company, Metropolitan Brick Company, and Sanymetal Products Company. This program will be in the form of a visual cast, with slides, and will be directed by four speakers.

The second panel will be on "Modern Methods of Fastening". Participating companies will be the Stemco Corporation, Nelson Stud Welding Division of Morton Gregory Corporation, and the Miracle Adhesives Corporation. This panel will feature an actual demonstration of methods and equipment which will include live action. Each panel will take about one hour, with a half-hour question period to follow. These panels should prove to be most interesting and educational.

Naturally, the Banquet will be the big event. It closes the Convention Friday evening. Paul Marshall is Chairman, as he has been for many years. It has never failed to tax the entire facilities of the Statler, is a gala affair with much color provided by the ladies. Roger Allen, the incomparable, will be toastmaster. This will be his twenty-first year at toastmastering, so he has come of age. It is always worth the price of admission just to hear him.

## PAST PRESIDENTS

- 1914-15—F. Gordon Pickell
- 1916-17—William G. Malcomson
- 1918-19—Edward A. Schilling
- 1920—Clarence L. Cowles
- 1921—Alvin E. Harley
- 1922—Walter E. Lenz
- 1923—Marcus R. Burrowes
- 1924-25—George J. Haas
- 1926-27—John C. Stahl
- 1928-29-30—Lancelot Sukert
- 1931-32-33—H. Augustus O'Dell
- 1934-35—Clair W. Ditchy
- 1936-37—Andrew R. Morison
- 1938-39—Kenneth C. Black
- 1940—Branson V. Gamber
- 1941-42—C. William Palmer
- 1943-44—John C. Thornton
- 1945-46—Roger Allen
- 1947-48—Adrian N. Langius
- 1949-50—Alden B. Dow



# Have You a Specification Problem?

USG's Architect Service Department  
Has the Answer on Any of These Problems:

- Roof Decks . . . poured or pre-cast gypsum, or steel
- Acoustical Correction . . . sound absorption or isolation
- Partitions . . . two-inch, or solid masonry
- Plastering and Lathing
- Wall and Ceiling Construction for Radiant Heating
- Paint
- Use of Light Weight Aggregates
- Beam and Column Fireproofing
- Insulation and Vapor Control
- Masonry Mortar
- Dry Wall Construction

Call in the USG representative at any time: W. C. Brown, Detroit  
office, 724 Fox Building, WOODWARD 1-6171

**U.S.**  
Reg. U.S. Pat. Off.  
UNITED  
STATES  
GYPSUM

**United States Gypsum**

**For Building • For Industry**

Gypsum • Lime • Steel • Insulation • Roofing • Paint

WEEKLY BULLETIN

# "EARTHWORM" AUTHOR SPEAKER AT BANQUET

WILLIAM HAZLETT UPSON, WRITER, HUMORIST, LECTURER, ENGAGED FOR CLOSING EVENT OF CONVENTION

Most of us have glowing dreams of an Utopian existence—which we keep hopefully in the background of our minds against the day when we can turn them into reality. However, few of us are ever able to shake ourselves free of the demands of every-day living, and as the years move on the dreams recede and get a little worn around the edges from occasional sentimental handling. It's nice then to meet a man who hasn't let anything stop him, who lives as he wants to live, in the peace and quiet, the bucolic calm of a small town, Middlebury, Vermont, and successfully does as little work and as much loafing as respectability permits.

Although born in Glenn Ridge, New Jersey, William Hazlett Upson, author, lecturer and self-styled "Ergophobe", has lived in Vermont for twenty years. In these two decades he has acquired abundant peace of mind, a slight New England twang in his speech, and the tolerant, resigned look of a man with a grandstand seat at the spectacle of a benighted world rushing heedlessly to damnation.

Being an "ergophobe" ("someone who fears work,"—his own definition), it is William Upson's opinion that if the world ends in an unregenerate mess, it will be because we spend too much time rushing around, too little in contemplation and relaxation.

The well-known writer and humorist claims that his life gets progressively easier, that each succeeding job involves less work than the one before. His output as a writer would seem to deny this, but Mr. Upson says he deserves no credit, that he "tricks" himself into it by hiring a stenographer. "Since that costs me money, my New England frugality demands that I do some work," he explains.

Careers like Mr. Upson's do not just happen. There is always a background. He began as a farmer in Leesburg, Virginia, after graduation from Cornell University in 1914. After three years of farming, he entered the Service Department of the Caterpillar Tractor Company, in Peoria, Illinois. This led to the creation of Alexander Botts, fiction's super-salesman, who now does the work for him. He began with short articles in the Saturday Evening



MR. UPSON

Post, Collier's and other magazines.

In World War I he was a private in the 13th Field Artillery, 4th Division, U. S. Army and participated in engagements at Marne-Aisne, St. Mihiel, and Muse-Argonne, and was later with the Army of Occupation.

After the war he was author of "The Piano Movers", "Me and Henry and the Artillery", "Alexander Botts, Earthworm Tractors", "Earthworms in Europe", "Keep 'em Crawling", "Earthworms at War", "Botts in War, Botts in Peace", "How to be Rich like Me", "Earthworms through the Ages", "Earthworm Tractor", a motion picture starring Joe E. Brown.

Mr. Upson is a member of the Author's League of America, and Cornell Club of New York City.

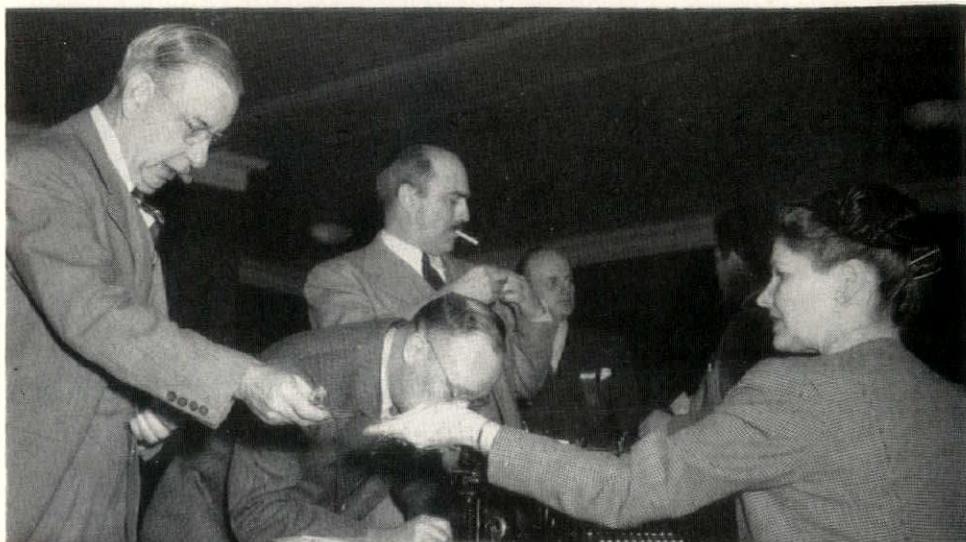
His writings have appeared in such publications as the Saturday Evening Post, Collier's, Woman's Home Companion, Esquire, American Legion Magazine, and others.

There are scores of lecturers who talk persuasively and disturbingly about the world's assorted ills. William Upson is not one of these. He doesn't talk about his troubles, your troubles, or the world's troubles. He talks about comfortable things of no world-shaking import whatever.

You will enjoy William Hazlett Upson!

*BELOW: Registration Desk at Last Year's Convention, Dorothea Hayes, Detroit Convention and Tourists Bureau, presiding.*

(Coburn Photo)



# **BARTON-MALOW COMPANY GENERAL CONTRACTORS**

**2631 WOODWARD AVENUE  
DETROIT 1, MICHIGAN**



# The President's Message to the Convention

By Alden B. Dow, President of the Michigan Society of Architects

I am looking forward to the convention at the Statler in Detroit on March 9th and 10th because I honestly believe this is going to be the best meeting we have had in many years.

The committee in charge of this convention, headed by Carl Marr, with his able assistants, have been hard at work for many months and I can say they are doing a masterly job, for I have been with them while in action.

As you will note in the program, the first evening is a "Smoker". We haven't had such a thing for years here in Michigan, and yet not long ago that was considered one of the most important functions of the convention because it was the place where one could rub elbows with his competitors and discuss common problems. I hope you will all be there because we would like to talk to you about what you are doing and also about these problems, because it is possible that if the Society could have a clear-cut picture of fundamental problems, they could be eliminated.

The "smoker" will be modern in the sense that it will be for ladies and gentlemen, with entertainment, refreshments and good fellowship. We especially want the ladies present throughout the Convention. They add so much to such affairs, and they don't pull their punches. As Walter Winchell said about a controversy between Helen Gahagan Douglas and Dorothy Thompson, "ladies, ladies, let us remember, there are gentlemen present".

Grace Pilafian has prepared something special for the ladies: a luncheon and style show in the Statler's Terrace Dining Room, followed by a bridge party and other features. The ladies are welcome at all sessions, and, of course, at the Banquet.

Friday morning, first of all, as President of the Society, I am to formally greet you. Following this, I hope that I can explain the problems that your Board sees in this profession and possible solutions. I hope this will result in a lively discussion. The various committee reports, together with something about plans for the coming year, will be briefly touched upon in my address.

At noon we have a luncheon in the Bagley room which will be just a good informal get-together.

In the afternoon the Michigan Producers' Council, with the aid of some excellent outside speakers, are presenting a variety of subjects on new ideas related to building. I feel that architects cannot afford to miss this meeting because it is devoted to new ideas developing in the building industry that we all should know about.

Friday evening we have the Michigan Building banquet which is always well attended but this year I believe we will set a new record. We have secured a most outstanding speaker and this gathering together of all of the elements of the building industry should be most



ALDEN B. DOW

stimulating to architects because, after all, fundamentally architecture is a science of humanities and its problems are not only ours but the key to world peace.

During the past year your Board has held ten meetings and the attendance at these meetings has been practically 100%. As I look back, I am somewhat disappointed in our accomplishments but at the same time I realize that what we are trying to accomplish cannot be done in a hurry. It is a matter of staying with the ideas until they finally crystallize.

Last year the Public and Professional Relations Committee, with Charles McGrew as chairman, and Wells Bennett, Roger Allen, and Robert Frantz, tried to do something about bringing the state building code up to date. As you can realize, state laws are not easily changed, but I feel certain that an impression has been left with those responsible for these laws that sooner or later will bring about these changes.

APELSCOR, as the name so mysteriously implies, is the Architects, Professional Engineers and Land Surveyors Committee on Registration. This is a very active organization facing problems at the most unexpected times. Your Society during the past year was represented by Charles McGrew and Joseph Leinweber with George McConkey and Carl Marr serving as alternates.

The Administration Committee with John Thornton, chairman, and David Williams, Arthur Zimmermann and Joseph Leinweber, have had their difficulties trying to hold to a budget. You will hear more about this at the convention.

The Education and Research Committee with Ralph Hammett, Adrian Langius, Carl Kressbach and Leo Bauer, conducted an analysis of publicity efforts made by other chapters and came up with a recommendation that we hope to carry out this year which fits very well into the whole program that we are now pursuing and which, broadly speaking, is the development of standards of practice for this profession.

This comes to a problem that your president believes is most fundamental to this profession, namely, clarification or definition of the word "Architecture". It seems that, regardless of the problem, whether it is an architectural show, budget, or state law, it all comes down to the question—"What is Architecture?"—and I believe that not until we have a common understanding or definition of this word will we see the progress that should be ours. As I have said many times before, I sincerely believe that architecture is the most vital profession and can have the greatest influence on worldwide peace.

I hope to talk more about this at our meeting Friday morning, so I hope you will all be there to agree with me, or disagree, as the case may be.

## THE STATEWIDE VIEWPOINT

By Donald A. Kimball, President, Saginaw Valley Chapter, A.I.A.

The coming Michigan Society of Architects Annual Convention in March should be attended by as many of the State Architects as possible. This is the chance to get together once a year, in a professional meeting, as other groups of doctors, dentists and lawyers do. It is a time to make new acquaintances and to renew old ones. Your officers and board of directors, who handle the routine work of the Society, will be gratified to know that you support their efforts by your attendance.

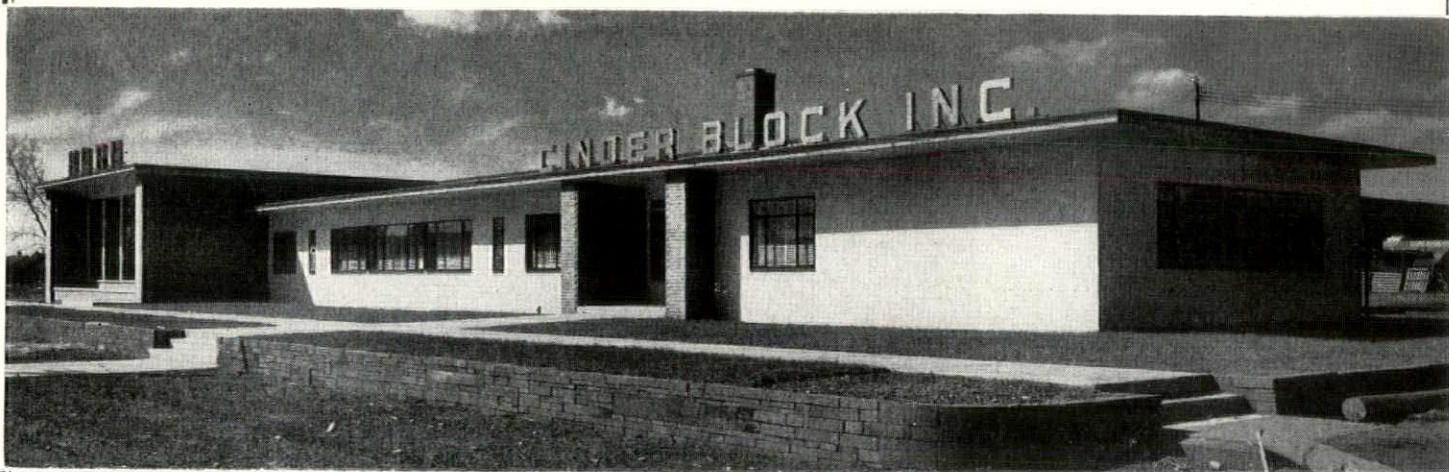
It has been several years since I have been on the board, and coming on again, I see the work and effort that many of the members make to see that the MSA represents the members and gets the work done that is necessary to running an organization. Many of them do so at great sacrifice and personal expense. Your attendance at this Convention will help compensate for their effort.

I would like to especially urge the

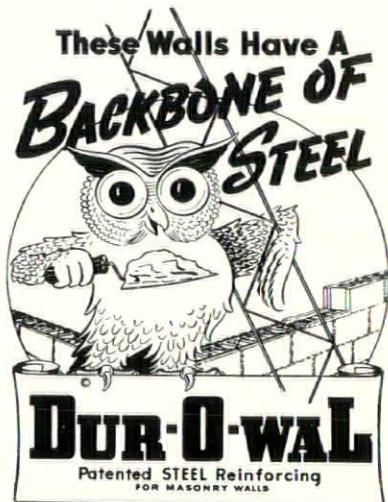


Kimball

WE EXTEND A CORDIAL INVITATION  
TO ALL MEMBERS OF THE MICHIGAN SOCIETY OF ARCHITECTS  
TO VISIT OUR OFFICES



*An Established Dealer*  
*Carrying a Complete Line of All*  
*Masonry and Plastering Materials*



**HORN FUEL & SUPPLY CO.**

9133 Hubbell Ave., Detroit 28

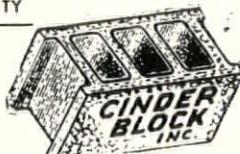
11841 Kercheval Ave., Detroit 14

VERmont 8-2200

VALley 2-4450

**MANUFACTURERS OF**  
**CINDER CONCRETE MASONRY UNITS**  
**SINCE 1923**

CONTROLLED QUALITY



STEAM CURED

9143 HUBBELL AVE.

DETROIT 28

VERmont 8-3200

Saginaw Valley members to attend. I am sure that they will get something worthwhile out of the meetings and will have an opportunity to see the architectural picture from a larger state-wide viewpoint. The program has been worked out with your interest in mind, so let us have a good representation. See you at the State Convention!

### WHAT IS THE MSA DOING?

By Christiaan Steketee, President, Western Michigan Chapter, A.I.A.

Since unification with The American Institute of Architects, the answer seems to be non-existing for a good many of our younger members. Only nine years ago our beloved past member, Branson V. Gamber, wrote a complete series of articles on the subject. The files of our Weekly Bulletin Volume 14—1940, described these statements very clearly. It is hoped that in the near future someone will revise these articles, differentiating between the activities of both organizations. Rest assured, our State Society still remains the core of our building industry relations, our legislation, our public works, our civic affairs and, last but not least by any means, our affection as Michigan Architects.

Stekete



It was one of the red-letter days in my career when admitted to membership in the Society; a great honor and satisfaction to meet with fellows of similar education, taste and joviality. Going to the Society's Convention twenty years ago was a must. We were looking forward to that event, a full three days of joy.

The old masters of architects fame never hesitated to make their country cousins feel at home—they would put their arms around you and say—"my boy, when I started . . ." and after a while you knew their friendly attitude towards us young aspirants. Democracy at its best. We made friends and more friends, and we kept them, not only amongst the brother architects, but also the great fellows from the building industry who have never failed to make these conventions a real pleasure. Visiting them in their rooms and participating in sociable meetings, singing the old songs and joining the folklore and stories, formed another unforgettable part, long to be remembered. I am almost tempted to mention the names of those who made the best limbericks, the best stories or knew places where the most marvelous steaks were to be found.

Enough—you fellows who want to relax and enjoy yourselves—get your reservation in to Hotel Statler, and

don't wait too long, "it is later than you think".

I presume most of us receive the "Michigan Contractor and Builder". Did you notice the State Highway Conventions, their fellowship, and the splendid condition of their organizations—plus the power they exercise?

In conclusion—let us have an old-fashioned crowded convention. We owe it to Alden Dow—if you have never met him, this is the time. This message is especially for my own Chapter, let the other two captains attend to their own chores; I want the 1950 "Oscar" for chapter attendance.



ANDREW R. MORRISON, President, Detroit Chapter, A.I.A., the host Chapter, issues a special invitation to all architects and friends of architects, from wherever, to attend this Convention. Andy is rounding out a quarter century of service to his profession, including President of the M.S.A.

CARL B. MARR, A.I.A., Detroit Architect, as Chairman of this year's Convention Committee, has shown how such affairs should be planned. He attacked the problem in a thorough manner to make this Convention the best in the Society's history. Carl graduated from the University of Michigan.



GRACE JONES PILAFIAN, Chairman of the Ladies Committee for this Convention, has enlisted the support of the wives of officers and directors of the Detroit Chapter, A.I.A., the host Chapter. She is an associate member of the Detroit Chapter, is consultant to her husband's firm of Pilafian and Montana.

PAUL R. MARSHALL, of the Detroit office of Aluminum Company of America, needs no introduction to an audience of the building industry in Michigan. As Chairman of the Michigan Building Industry Banquet Committee, he has for many years made that event a sell-out.



### THE TWENTY-SECOND ANNUAL REPORT—ARCHITECTS-BUILDERS & TRADERS GOLF COMMITTEE, SEASON—1949

William F. Seeley, Chairman

It gives me a great deal of pleasure to again present to you the report of the Golf Committee; the season of 1949 being the twenty-second in which your humble servant has had the privilege of officiating as Chairman.

Six outings were held as follows:

#### FIRST OUTING—Tuesday, May 24th

Gowanie Golf & Country Club; Weather partly cloudy, moderate temperature 60° to 64°. 75 played golf and 124 had sirloin steak dinner. Entertainment was furnished by B. C. McKinley, to whom we give our thanks. We missed the presence of our Secretary-Manager, E. J. Brunner, who was recuperating at home after a combat at Grace Hospital with a surgeon and his knife.

#### SECOND OUTING—Tuesday, June 21st

Glen Oaks Golf Club. Weather—showers, hot and sultry. Temperature 86°. 74 played golf and 117 had steak dinner. A good meeting followed the dinner.

#### THIRD OUTING—Thursday, July 21st

Maple Lane Golf Club. Weather—partly cloudy, warm. Temperature 71° to 84°. Very light 2-minute shower. 72 played golf and 122 had steak dinner. Yale Rubber Company donated 50 ft. of garden hose, which was won by T. Dragon.

#### FOURTH OUTING—Tues., Aug. 16th

Western Golf & Country Club. Weather fair and warm. Perfect day. Temperature 70° to 85°. 65 played golf and 96 had dinner. Harold S. Ellington, Engr., was present after a very long absence. He used to be a regular patron.

#### FIFTH OUTING—Tues., Sept. 20th

Grosse Ile Golf & Country Club. Weather—partly cloudy, warm. Temperature 65°. Fine day. 73 played golf and 101 had prime rib roast dinner in the new Clubhouse. Vic Vallet, Clair Ditchy and George Diehl, were among the non-regular architects present. An interesting meeting followed the dinner. One dozen golf balls were donated by Safway Steel Scaffolding Company (Mr. Dingman), for which we did then and do now say thank you very much.

#### SIXTH OUTING—Thurs., Oct. 20th

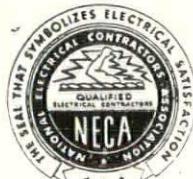
Lakepointe Golf & Country Club. Weather—fair and warm. Temperature 76°. Another perfect day. 62 played golf and 131 had an excellent steak dinner. Bill Cory of the Yale Rubber Company read some of his poems and told stories. It was a very fine party, the one we call Old Timers' Day in honor of the memory of Jess Stoddard (77).

Special prizes and their donors were: Two \$5.00 certificates by Birchard &

# Detroit Electrical Contractors Association

## INCORPORATED

### Chapter of National Electrical Contractors Association



#### MEMBERSHIP

DON BLACKBURN & CO. 1113 West Baltimore, Detroit 2, Michigan	TR. 4-1010	HOWARD ELECTRIC CO. 1313 E. Congress, Detroit 7, Michigan	WO. 2-0550
BROOKER ELECTRIC CO. 962 East Congress Street, Detroit 7, Michigan	WO. 1-2511	HYDON-BRAND CO. 546 East Larned Street, Detroit 26, Michigan	WO. 2-2971
THE JOHN H. BUSBY COMPANY 826 Cherry Street, Detroit 1, Michigan	WO. 1-1681	KUEHNE ELECTRIC CO., INC. 920 Transportation Bldg., Detroit 26, Michigan	WO. 1-1297
CARR-WELLER CO. 611 West Larned Street, Detroit 26, Michigan	WO. 2-7903	J. LIVINGSTON & CO. 136 Duffield Street, Detroit 1, Michigan	WO. 3-6059
COMMERCIAL ENGINEERING CO. 1432 Holden Avenue, Detroit 8, Michigan	TR. 1-2150	LONG ELECTRIC COMPANY, INC. 1330 Michigan Theatre Bldg., Detroit 26, Mich.	WO. 3-7588
FIFE-PEARCE ELECTRIC CO. 1446 Gratiot Avenue, Detroit 7, Michigan	WO. 1-1832	JOHN MILLER ELECTRIC CO., INC. 711 Fisher Building, Detroit 2, Michigan	TR. 5-3252
JACK A. FROST 234 Piquette Avenue, Detroit 2, Michigan	TR 3-8030	MILLER-SELDON ELECTRIC CO. 1930 McGraw, Detroit 8, Michigan	TY 4-3800
W. D. GALE, INC. 7145 Tireman Avenue, Detroit 4, Michigan	TE 4-2300	McCLEARY-HARMON ELECTRIC CO. 2470 Grand River Avenue, Detroit 1, Michigan	WO. 2-3874
GENERAL ELECTRICAL ENGINEERING CO., INC. 3921 Beaufait Avenue, Detroit 7, Michigan	WA. 1-9536	OFENSTEIN ENGINEERING CO. 2980 Glendale Avenue, Detroit 6, Michigan	TO 6-3853
WALTER G. GRABMAN ELECTRIC 1406 Field Avenue, Detroit 14, Michigan	LO 7-0193	F. J. O'TOOLE COMPANY 850 West Baltimore Ave., Detroit 2, Michigan	TR 2-6066
GRAY ELECTRIC COMPANY, INC. 627 Jones Street, Detroit 26, Michigan	WO. 1-5225	REID ELECTRIC COMPANY 21 Gerald Avenue, Highland Park 3, Michigan	TO 8-7847
HALL ENGINEERING COMPANY 888 West Baltimore Ave., Detroit 2, Michigan	TR 1-8200	SHAW ELECTRIC CO. 8915 Puritan, Detroit 21, Michigan	UN. 1-8710
HAMILL ELECTRIC COMPANY 2921 E. Grand Blvd., Detroit 2, Michigan	TR 1-2650	SOUTHEASTERN ELECTRIC COMPANY, INC. 7040 Farnsworth, Detroit 11, Michigan	WA. 1-3863
HARLAN ELECTRIC COMPANY 901 W. Milwaukee, Detroit 2, Michigan	TR 3-5600	SPAULDING ELECTRIC CO. 1350 Michigan Avenue, Detroit 26, Michigan	WO 2-6200
HATZEL & BUEHLER, INC. 862 Penobscot Building, Detroit 26, Michigan	WO 1-0260	TRIANGLE ELECTRIC CO. 80 Brady Street, Detroit 1, Michigan	TE 2-4110
TURNER ENGINEERING CO. 464 Brainard Street, Detroit 1, Michigan			

CARL J. SCHOENINGER, Secretary-Manager

Room 627 Hotel Book-Cadillac

Detroit 31, Michigan

WO. 3-5452

WO. 1-8000

Roberts.  
\$10.00 by L. L. McConnachie.

\$7.50 certificates by Huron Portland Cement Co.

1 Doz. Golf balls by Safway Steel Scaffolding Co.

6 Pieces tile heat-resisting plaques by Boston Tile & Terrazzo Co.

1 Pair of hunting boots by Yale Rubber Co.

1 Sunbeam Mixmaster by Shaw & Kauth Elec. Co.

We gratefully acknowledge these gifts.

**CUP WINNERS FOR THE SEASON WERE:**

May—Ed. Biederman

June—Jack Lahey

July—M. D. Smullen

Aug.—Len Everman

Sept.—Lee Case

Oct.—Al Mularoni

**VITAL STATISTICS**

421—played golf (average 70)

691—had dinner (average 116)

Both golf and dinner averages were up this year over those of 1948.

Total Cash Received, was \$4,132.75  
Plus balance brought forward

from last year 149.46

Making a total of \$4,282.21

Total amount paid for golf,  
dinners, prize certificates,  
golf balls, tip to Golf Club  
personnel and miscellaneous expenses \$4,085.72

Balance of cash on hand \$ 196.49

In conclusion, I wish to express my gratitude to President Mark Atkin for his faithful attendance and short, to-the-point, snappy speeches and to E. J. Brunner our Secretary-Manager, and John L. McGarigle for their untiring efforts in helping to make these outings more pleasant.

To Miss Wilma Page for all the work she does (some of which you see and a lot that you don't) to assist in making these outings click—she is always 100%. Also, my thanks to Miss Jane Cooper and Mrs. Cora Martin who are always on the job year after year doing their part in the way of notices and certificates.

Now it comes down to all of the members and their friends, true sportsmen all, who by their presence make these outings what they are.

Thanks for being able to serve you another year. I assure you that it is both a pleasure and a privilege to be able to do so.

**JUST A FEW OF THOSE PRESENT AT LAST YEAR'S COCKTAIL PARTY**



ROGER ALLEN

With his daily newspaper column, weekly radio broadcast and toastmastering every few nights, we wonder how he has time to do such a good job at architecture.

**HOTEL STATLER, DETROIT**

**Reservation Request,  
Michigan Society of Architects  
Convention, March 9-10, 1950**

Name ..... (Please Print)

Address .....

City ..... State .....

Unless requested otherwise, we will hold your reservation until 6 p.m. of the day of your arrival.

A.M.

Date Arriving ..... Hour ..... P.M.

Room and Bath, for One—per Day			
Shower	4.00	4.50	5.00
Tub & Shower	6.00	7.00	8.00
			8.50
			10.50

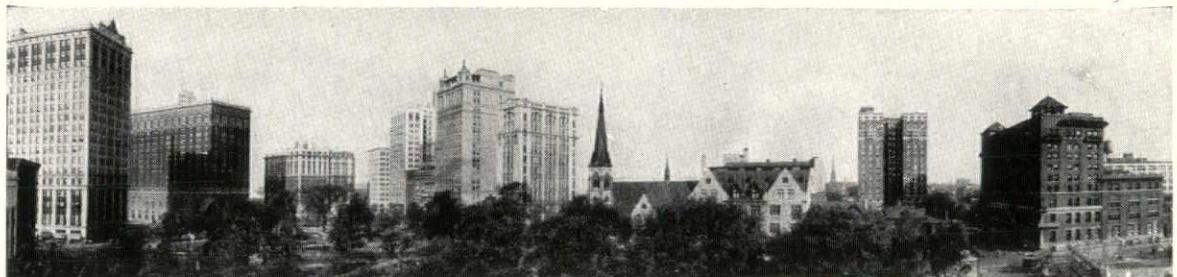
Double-Bed Room with Bath, for Two—per Day			
Shower	7.00	7.50	
Tub & Shower	8.00	9.00	
	10.00	10.50	

Twin-Bed Room with Bath, for Two—per Day			
Shower	8.00		
Tub & Shower	8.50	10.00	10.50
	11.00	11.50	12.00
			13.00

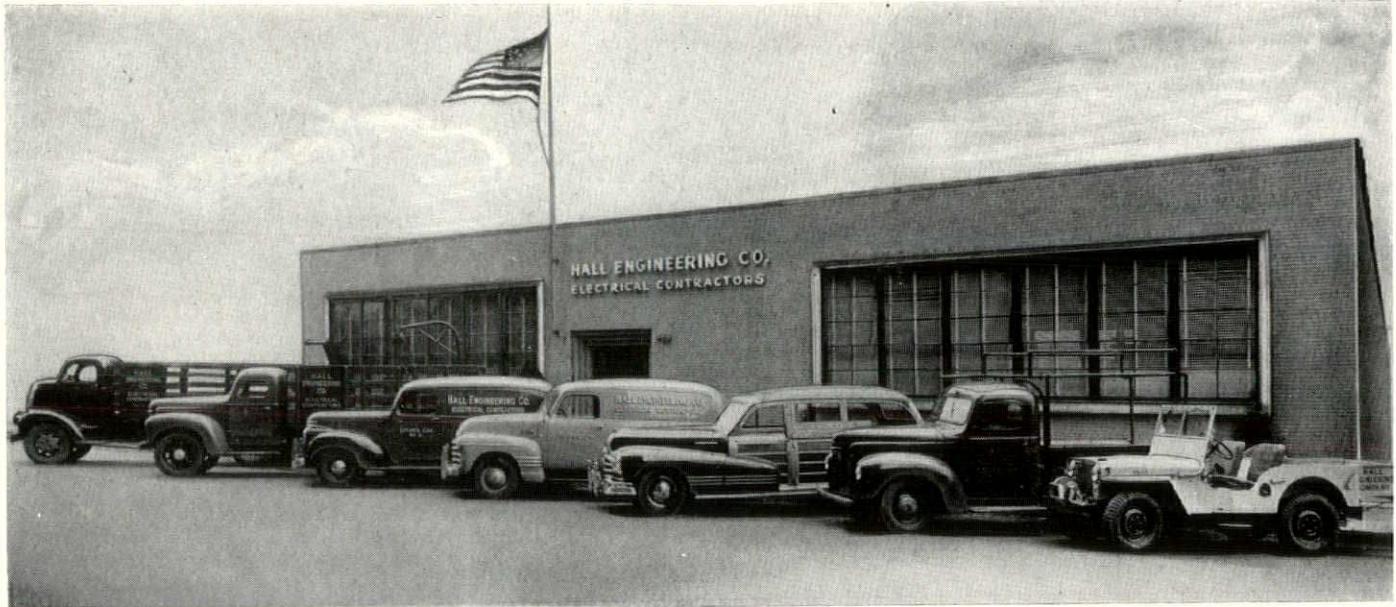
SUITE—Living Room, Bed Room and Bath			
For One:	14.50	22.50	
For Two:	17.00	to 25.00	

**More Than Two Persons in One Room:**  
For each additional person in Double or Twin-Bed Room the extra charge is \$2.25 per day.

If a room at the rate requested is unavailable, reservation will be made at the next rate.



Panoramic View of  
Downtown Detroit  
Across  
Grand Circus Park



# HALL ENGINEERING COMPANY

*Electrical Contractors*

DETROIT 2, MICHIGAN

Hall Electric Ltd.

611 Devonshire Road

Windsor, Canada



# S T E E L

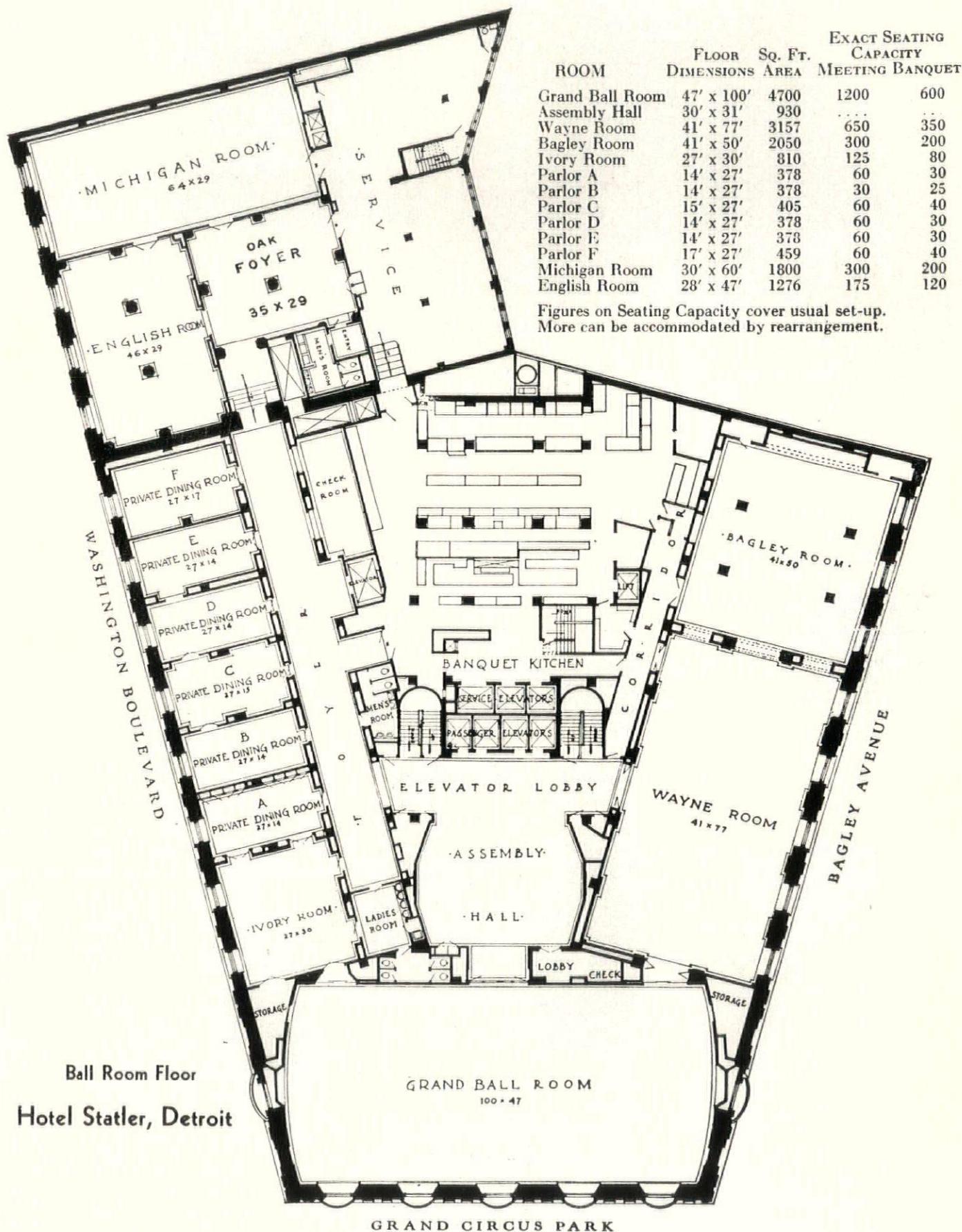
STRUCTURAL — FABRICATED — WAREHOUSE

## Whitehead & Kales

58 Haltiner

Detroit 18, Mich.

VInewood 3-1100



*George B. Post & Sons were architects for the original unit of Detroit's Statler Hotel; Smith, Hinchman & Grylls, Inc., for the addition.*



# LOANS TO BUILDERS



The Detroit Bank provides conventional and F. H. A. mortgages to responsible builders on well-located unsold properties.

## THE DETROIT BANK

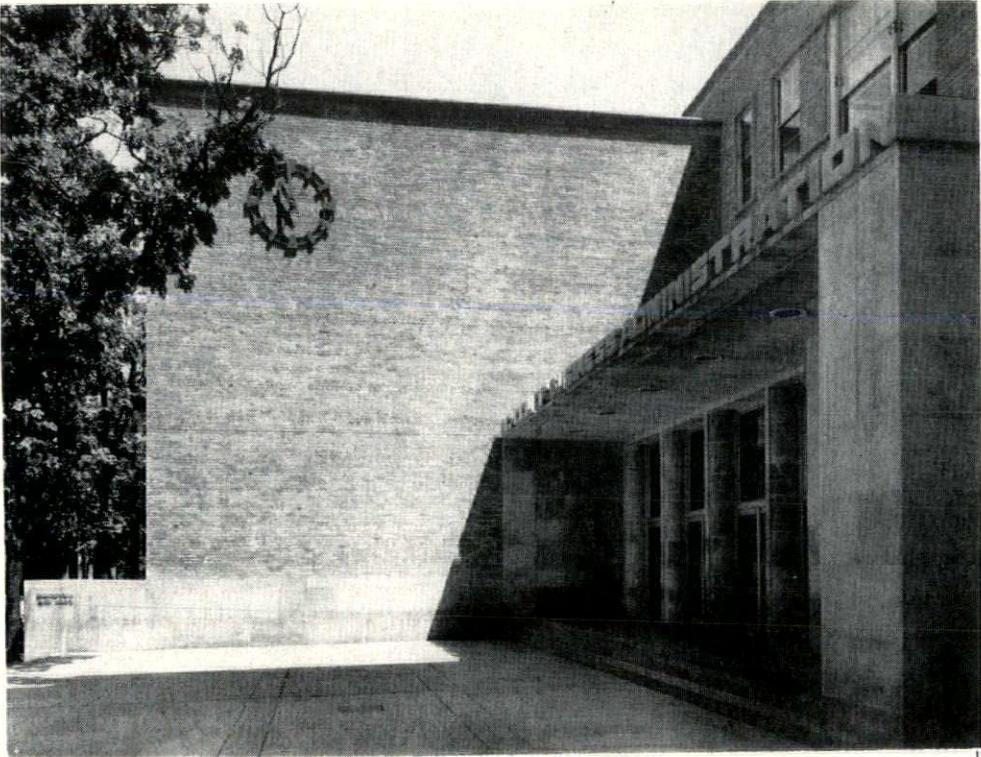
**COMMERCIAL and SAVINGS BANKING**  
**Main Office: GRISWOLD at STATE**

Member Federal Deposit Insurance Corporation

34 CONVENIENT OFFICES THROUGHOUT THE CITY

**1849 — OVER ONE HUNDRED YEARS OF SERVICE — 1950**

IN BEHALF OF OUR COMPANY I WOULD LIKE TO THANK THE ARCHITECTS AND CONTRACTORS FOR SELECTING US AS THEIR ORNAMENTAL CONTRACTORS ON SO MANY FINE BUILDINGS THIS PAST YEAR.  
 GARDINER C. VOSE, A.I.A.



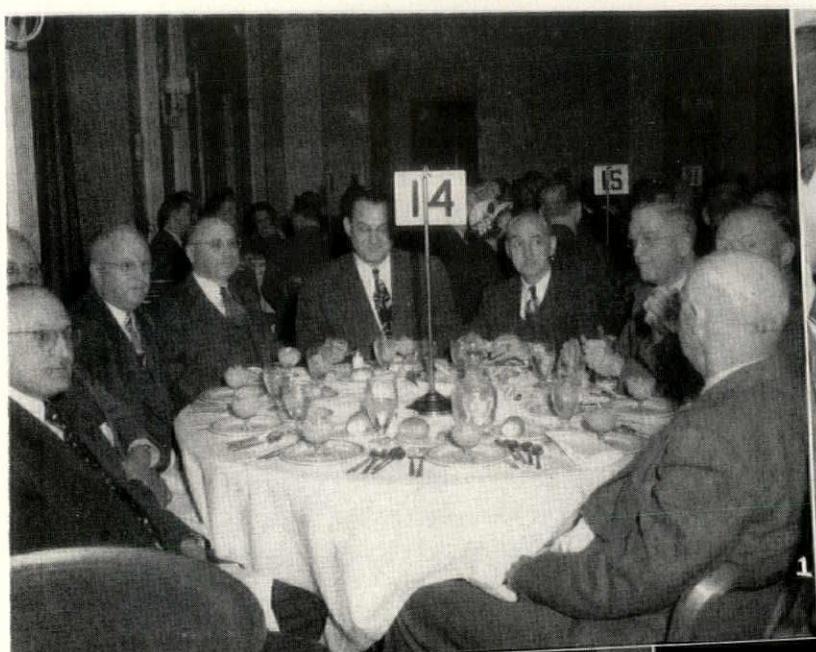
## MOYNAHAN BRONZE CO., Inc.

ORNAMENTAL METAL CONTRACTORS

9365 AMERICAN AVE., DETROIT 4

TE. 4-6340

## SOME VIEWS OF LAST YEAR'S CONVENTION



1—The Albert Kahn Table

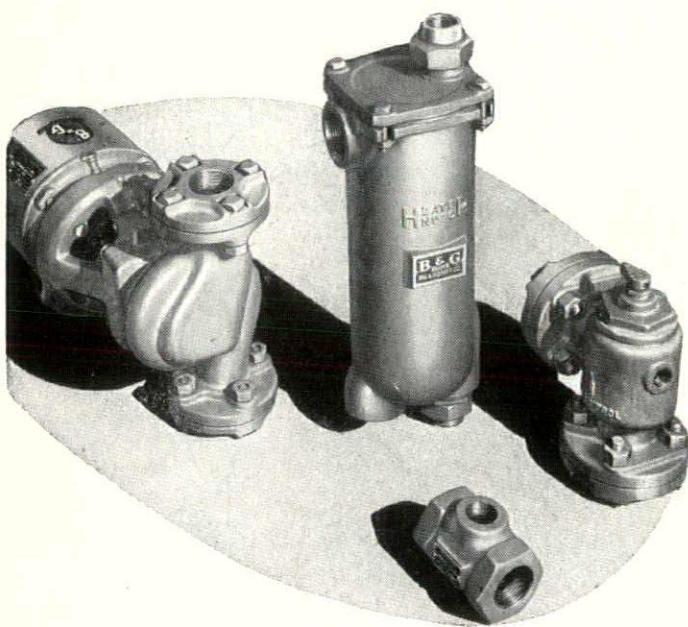
3—Viewing the Exhibition

5—Barber Shop Quartet

2—Key to the City

4—Banquet Group

6—Ladies' Luncheon



## The Preferred Heating System

Forced hot water heating for homes, apartments, institutions and industrial buildings . . . best for radiator, baseboard, convector and radiant panel systems.



**Hydro-Flo\***  
**HEATING**

DISTRIBUTED THROUGH ALL LEADING PLUMBING & HEATING SUPPLY JOBBERS

**R. L. DEPPMANN CO.**  
DISTRIBUTORS

DETROIT

GRAND RAPIDS

\*REG. U. S. PAT. OFF.

## WHITCOMB-BAUER FLOORING, INC.

Ironbound Continuous Pattern Mastic Set Flooring  
Hardwood Flooring Contractors  
Parquet & Plank Floors

10301 LYNDON AVE. DETROIT 21, MICH.  
WEBster 3-4320



YOU GET FOUR IMPORTANT ADVANTAGES  
WITH Kent-Moore

**MONOXIVENT**

EXHAUST ELIMINATING FIXTURES



J 2980

MONOXIVENT

If you were to sit down and write out a description of the "perfect" exhaust eliminating system for a service department, chances are you'd end up with a word picture of the Kent-Moore J 2980 MONOXIVENT Set. It's designed for use with any underfloor system, and its four important advantages are: **LOW INSTALLATION COST**—Readily installed in upturned "Y" section of main duct. No individual "T's" or branch duct required. **CONCEALED HOSE ASSEMBLY**—Asbestos packed flexible stainless steel tube and special tailpipe adapter slide down under floor for safe keeping when not in use. No storage problem, no unsightly hoses hanging from overhead. **QUICK, CONVENIENT USE**—Just lift the floor cover-plate and MONOXIVENT is ready for use . . . quickly, easily attached, detached and stowed. **LONG LIFE, LOW COST OPERATION**—Fully protected against damage, can't get lost or "borrowed". Minimum frictional losses assures efficient, economical operation. Complete installation data furnished upon request . . . write for it today!

**KENT-MOORE ORGANIZATION, INC.**  
GENERAL MOTORS BUILDING • DETROIT 2, MICHIGAN

Engineers and Manufacturers of Special Tools and Equipment Sales and Service Engineering Representatives in Principal Cities Coast-to-Coast

## TALBOT & MEIER, INC.

*General Builders*

1000 Larchwood Avenue  
TOWNSEND 8-3315  
DETROIT 3, MICH.



View looking North on Washington Boulevard, one of the few Streets in Downtown Detroit that run North and South. Sidewalk Heating Pipes are in Front of Stouffer's Restaurant; C. Howard Crane, & Associates, Inc., Architects. The Statler Hotel is just beyond. (Coburn Photo)

# FLINT MOSAIC TILE & TERRAZZO, INC.

2441 EAST BRISTOL ROAD, FLINT, MICHIGAN

FOR 26 YEARS, SAME PHONE: FLINT 3-3551

## *The* **SHERWIN- WILLIAMS COMPANY**



SIX DETROIT BRANCHES

2036 Woodward Avenue  
16353 E. Warren Avenue  
14131 Gratiot Avenue  
14495 Grand River Avenue  
19163 Livernois Avenue  
14233 Michigan Avenue,  
Dearborn

You Are Sure of Quality and the  
Satisfaction of Your Clients  
When You Specify

**SHERWIN-WILLIAMS PAINTS**

*Two Plants to Serve  
Your Requirements*

For

Structural Steel

Miscellaneous Iron

Material Handling Equipment

## **TAYLOR & GASKIN, Inc.**

3105 BEAUFAIT AVENUE

WALNUT 1-2350

DETROIT 7, MICHIGAN

and our subsidiary company

INDIANA BRIDGE CO., INC.

MUNCIE, INDIANA

MUNCIE 8871

# JOHN D. BUSCH & SONS, INC.

Manufacturers of

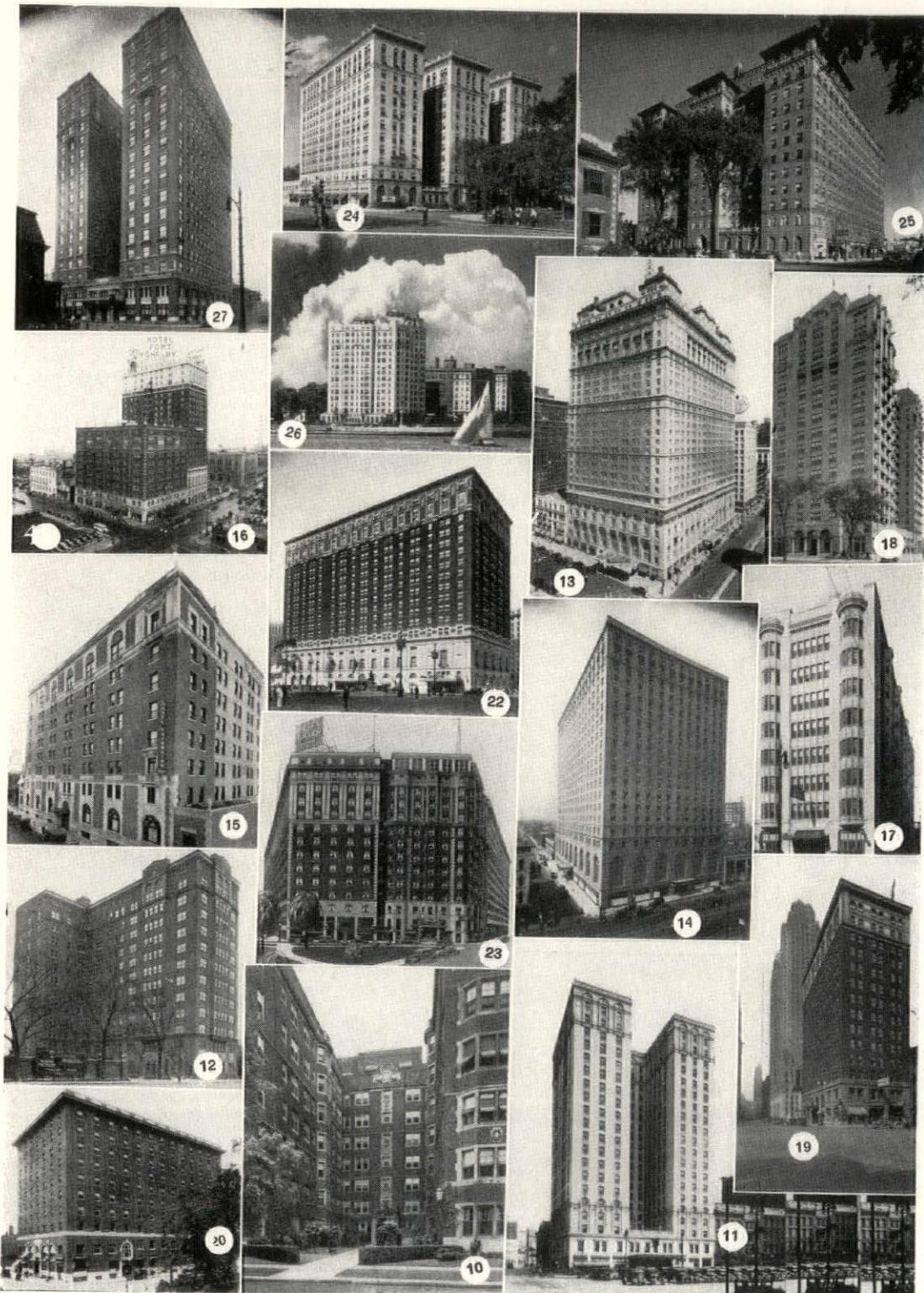
*Peerless Skylights and Howie Fire Doors*

ROOFING AND SHEET METAL CONTRACTORS

WOODWARD 2-7889 - 7890

Office and Factory  
639 EAST FORT STREET  
DETROIT 26

Detroit's outstanding hotels are noted for their hospitality. On March 9 and 10 we recommend that you center your interests on number 22, Hotel Statler, headquarters for the Society's Thirty-Sixth Annual Convention. (Courtesy Detroit Convention and Tourist Bureau.)



10. Abington

11. Barlum

12. Belcrest

13. Book-Cadillac

14. Detroit Leland

15. Fairbairn

16. Fort Shelby

17. Imperial

18. Lee Plaza

19. Morton

20. Prince Edward  
(Windsor)

23. Tuller

24. Sheraton

25. Webster Hall (Wayne  
Univ. Student Center)

26. Whittier

27. Wolverine

22. HOTEL STATLER, HEADQUARTERS, M.S.A. 36th ANNUAL CONVENTION

**IT WILL PAY YOU**

TO INVESTIGATE

LOWEST RATES

WE MAKE NO SERVICE CHARGE

**MORTGAGE LOANS**

**WESTERN & SOUTHERN LIFE INSURANCE COMPANY**

DETROIT OFFICE 602 STEPHENSON BUILDING — 6560 CASS AVENUE

Telephone TRinity 5-1750

L. C. JANISSE, Manager

**MEIER  
CUT STONE CO.**

*Since 1865*

FINE BUILDING STONE  
for

FINE BUILDING PROJECTS

9664 FRENCH ROAD AT GRATIOT

Detroit 13, Michigan

WALNUT 1-3343

**MORHEAT**

*Steel Water Tube*

**BOILERS**

A.S.M.E. CODE NATIONAL BOARD APPROVED

For Low Pressure Economical Steam Heating and Processing

For Hot Water Heating

For High Pressure Steam In Industry

High in Efficiency—these compact units save valuable space

**MORHEAT CORPORATION**

LANSING 12, MICH.

TELEPHONES

LANSING 2-2221

LANSING 4-2059

**James A. Moynes & Co.**

19640 CHARLESTON

DETROIT 3, MICHIGAN

*Manufacture and  
Installation of Fine  
Woodwork*

TW. 3-9200

ESTABLISHED 1906

*Sorine*

**PLUMBING & HEATING**

PLUMBING  
HEATING



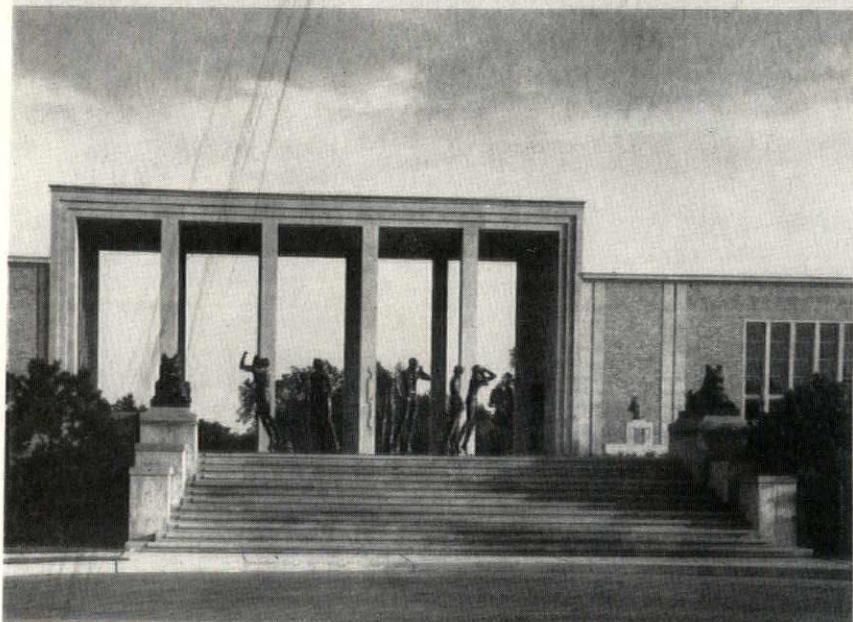
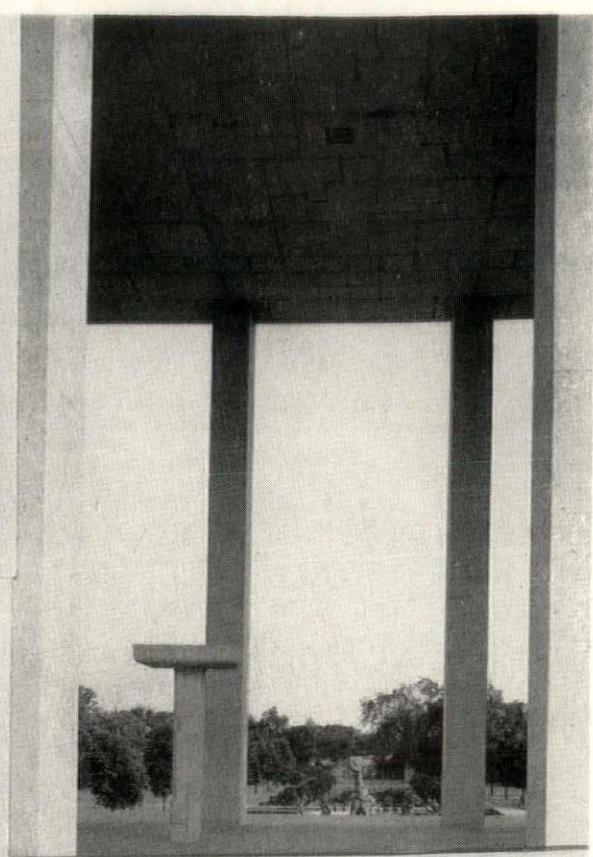
VENTILATING  
POWER PIPING

ENGINEERS & CONTRACTORS

641 CONGRESS ST. W.

DETROIT MICH.

MUSEUM AND LIBRARY, CRANBROOK ACADEMY OF ART



SAARINEN AND SAARINEN, ARCHITECTS  
Coburn Photo

## DETROIT ALLIANCE BRICK CO.

Hi-Quality Ohio Face Brick

14330 Meyers Rd.

VE. 8-1120

Detroit 27

## JOHN C. WESTPHAL CO.

GENERAL BUILDERS

Industrial and Commercial Building and Plant Maintenance

15821 Schoolcraft

VE. 7-3605

Detroit 27, Michigan

TARNOW ELECTRIC  
SUPPLY CO.

45 E. MILWAUKEE AVENUE

DETROIT 2, MICHIGAN

CHRYSLER  
AIRTEMP

VE. 9-1850

CHARLES R. BELTZ &amp; COMPANY

DEPENDABLE

*Heating - Cooling and Air Conditioning*

Trion Electric Air Filters

HEATING & AIR CONDITIONING FOR  
INDUSTRIAL, COMMERCIAL & DOMESTIC USE

11029 WHITTIER

DETROIT 24

WOodward 1-9189

## J. Brodie &amp; Son, Inc.

1329 East Fort Street

Detroit 7, Michigan

VENTILATION  
AIR CONDITIONING  
ENGINEERS  
CONTRACTORSGLANZ & KILLIAN COMPANY  
CONTRACTORS

PLUMBING

HEATING

VENTILATING

FIRE PROTECTION SPRINKLER SYSTEMS

1761 WEST FOREST AVE., DETROIT 8

TEmple 1-7820

# REPRESENTATIVE DETROIT BUILDINGS A CROSS SECTION OF ARCHITECTURE, 1823-1943

Reprinted from Bulletin of The Detroit Institute of Arts, of the City of Detroit

Any Detroiter interested in American architecture needs only to look about him on his way from house to office to discover a veritable museum of architecture. There is an opportunity for a student to examine at first hand representative buildings from Post-Colonial to the Modern Period. A familiarity with these examples can have many advantages not to be found in the study of inaccessible buildings of a more remote period. The architectural monuments of Europe were built under social, economic, and climatic conditions alien to North America. Building techniques also have undergone a complete revolution since the Renaissance. It would seem that a prospective architect could solve future building problems better if he had a realistic knowledge of past architectural practice in his own locality.

The buildings of Detroit erected since the fire of 1805 tell a story of American architecture since that date. It is the story of the evolution of building techniques accompanied by changing aesthetic concepts. A series of at-

*Mr. Ferry's architectural training and his interest in the arts have made him eminently qualified to render this treatise on Detroit's architecture. It was prepared in connection with an architectural exhibit he arranged at The Detroit Institute of Arts, of which he is Honorary Curator of Architecture.*

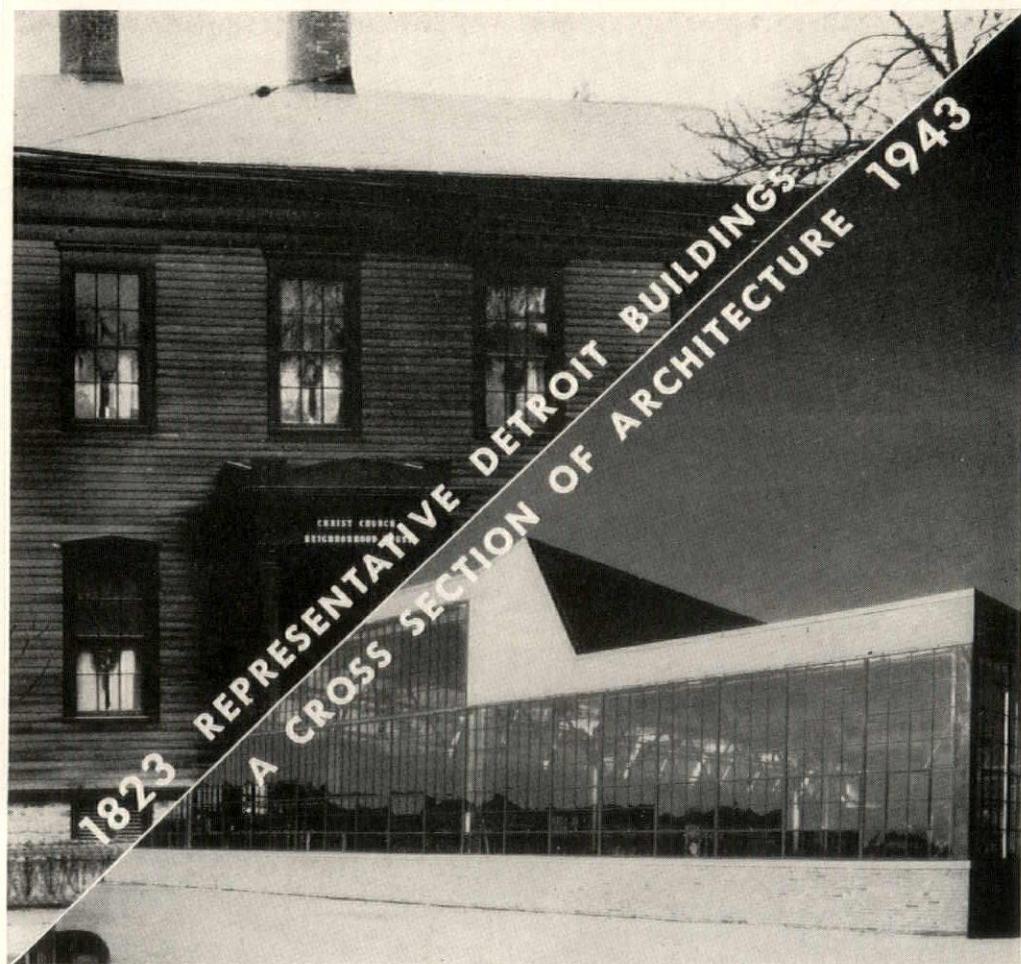
*As President of the Metropolitan Art Association, he has brought many distinguished speakers to Detroit, including leading architects from throughout the country.*

A healthy community, like an individual, should be able both to create for the future and at the same time to preserve what is best of the past. The City of Detroit looks forward hopefully at the present time to a master plan of its future development. But the good old architecture of Detroit's past is disappearing so rapidly that architects interested in the matter approached the Art Institute to suggest an archives of Detroit architecture, in which there might be preserved by photographs and in the architect's original designs at least a cross section of our architectural history. The present essay offers the commentary on an exhibit of photographs and architects' original drawings of Detroit architecture, 1823-1943, assembled and catalogued by Mr. Hawkins Ferry. We are indebted to Prof. Emil Lorch for his advice and assistance, to Mr. Ferry for his gift of photographs and for his enthusiastic study of the field, to Mr. George D. Mason and Mr. Louis Kamper for the gift of their original drawings for the archives and for information supplied in personal interviews, and to the late Mr. Albert Kahn for information and a gift of photographs. Mr. Ferry also wishes to express his gratitude for assistance given by the Burton Historical Collection of the Detroit Public Library and the Detroit Historical Society.

The numbers in the text refer to the label numbers in the exhibition. The figured buildings will be found on the last four pages.

E. P. RICHARDSON.

tempts to adapt European architectural styles to American buildings has been followed by the simplification and final elimination of these stylistic traits in favor of a more organic aesthetic concept. Amid the welter of cornices, cupolas, and brackets are discernible those germinating notions of flexibility, simplicity and sincerity that are the keystones of modern movement. The transition from the derivative to the modern is seen to be less abrupt than has been frequently supposed. Finally, in modern buildings, the identity between the appearance of a building and its function and structure becomes complete. The development of new building



MONTAGE SHOWS THE SIBLEY HOUSE ON JEFFERSON AVENUE BUILT IN THE LATE EIGHTEEN FORTIES; AND THE CHRYSLER (DODGE) HALF-TON TRUCK PLANT, EXPORT BUILDING, BY ALBERT KAHN, 1938.

# WALBRIDGE, ALDINGER COMPANY

**General Contractors**

*409 Griswold Street*

*Detroit 26, Michigan*

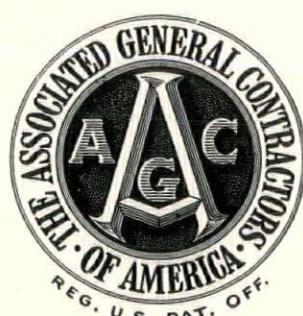
G. B. WALBRIDGE  
Ch. of Bd.

R. E. PICKETT  
President

H. T. CORSON  
Vice-Pres.

L. S. MITCHELL  
Vice-Pres.

G. K. CHAPMAN  
Sec'y-Treas.



*Skill, Integrity  
and Responsibility*

methods in steel, concrete, wood, and glass has given architecture a greater flexibility and a new beauty characteristic of our time. Freed from the handicraft artisan tradition and abetted by the machine, the architect is now in a better position to provide for the individual and social needs of man. Today modern architecture stands ready to transform our cities and our lives.

Let us look back, then, at the already ageing structures of Detroit to find the key to an understanding of the present. Perhaps in opening the album of pressed flowers to examine blooms that achieved their perfection many years ago, we may discover a record of that striving for perfection that underlies the evolutionary process.

The old State Capitol Building, built in 1823, a really fine example of Post-Colonial building, has unfortunately been demolished. Its prostyle portico, Ionic columns, pediment, and Wren-like tower compare favorably with their Eastern prototypes. Still standing in Detroit, however, are the Church of Sts. Peter and Paul of 1844 by Francis Letourneau (2) and the fine barracks at Fort Wayne, attributed to Lieut. M. C. Meigs. An example of the Greek Revival style with a lingering Colonial simplicity is the Sibley house of the late eighteen forties (see montage), now the Christ Church Neighborhood House, with its Doric columns, frieze and cornice (1).

One of the first really important architects in Detroit was Gordon W. Lloyd (1832-1904). He was born in Cambridge, England and, although much of his youth was spent in Canada, he completed his education in England and entered the office of his uncle, Ewan Christian, who was at that time practicing in the vernacular of the Gothic Revival. Coming to Detroit in 1858, he set up a practice and was soon adorning Detroit with a series of picturesque and charming Gothic Revival monuments. Christ Church was built in 1861 (3), Central Methodist Episcopal Church in 1867 (4), the Samuel T. Douglas house, "Little Cote," on Grosse Ile in 1865, and the Sidney T. Miller house (Figure 1) on Jefferson Avenue in 1864 (5). The Miller house was built of Trenton limestone left over from the construction of Christ Church, while a quarry on Grosse Ile supplied limestone for the Douglas house. The fragile delicacy of the Fort Street Presbyterian Church, built by O. and A. Jordan in 1855, with its lacy tracery, pinnacles and spire, contrasts with the boldness and the solidity of the Lloyd churches.

The expansion of commerce after the Civil War brought with it a tide of rapidly-acquired fortunes. The architects of the period, searching for ways of expressing the new luxury in terms of architecture, naturally focused their eyes on Paris, the center of elegance. Lack of adequate drawings and photographs of Parisian buildings forced them to rely for their inspiration on

two of the best known and most recent buildings in the French capital: the new wing of the Louvre and the Opera House. The task of adapting the exuberant and intricate style of these two public buildings to American residential and commercial buildings presented almost insurmountable difficulties from the start. That Detroit architects produced some commendable results speaks well for their ingenuity.

Although the French style seems to have predominated locally, the Gothic Revival and the Italian villa style, both previously developed in England, continued to influence the architects. The Ransom Gillis house of 1876 on Alfred Street is a reminder of the Italian Gothic style which Ruskin so extolled (7). The more capriciously inclined might indulge in a Swiss chalet type, as exemplified by the John Dyar house on Alfred Street (8). Architectural magazines representing these various styles caused considerable confusion and frequently resulted in a curious blend of elements.

Gordon W. Lloyd was not one to ignore the changing architectural fashions. His Governor Henry B. Baldwin house of 1877 (demolished in 1942) showed French influence, with its portico of superimposed paired columns. The stringcourses and the joined lintels, with their incised carving and reduced pediments, gave the facade a homogeneity and originality that is not altogether unpleasing. The wide hall, leading to a grand staircase, was flanked by four large rooms with simple plaster walls and small marble mantles. One cannot but feel that high-ceilinged rooms, with their generous bay windows, were most suitable for the formal

receptions which took place there; for it was here that President and Mrs. Rutherford B. Hayes and General W. T. Sherman were received, surrounded by Governor Baldwin's collection of oil paintings (9). The John S. Newberry house on Jefferson Avenue, built by Lloyd in 1877, although somewhat similar in style to the Baldwin house, favors an asymmetrical composition dominated by a tower (10).

In Lloyd's Newberry Building of 1879, originally on Griswold Street, the French vocabulary has been applied to a six-storied commercial building with a somewhat telescopic effect. The increased window area, however, shows an improvement over previous commercial structures (11). The Parker Building of 1883, noteworthy for its entirely cast-iron front, foreshadows present-day prefabrication. The increasing fussiness of detail, characteristic of the eighties, gives the wall surface a playful all-over pattern of light and shadow not visible in Lloyd's earlier work (12).

On New Year's eve in 1886 occurred the biggest fire in Detroit's history. Families drove their sleighs along icy streets to watch the blaze of the D. M. Ferry Seed Co. Mr. Mason, of Mason and Rice, had gone to Boston to make a first-hand study of mill construction before erecting the warehouse in 1879, but quantities of stored seeds were easily ignited by the flames. When a new building was erected by Gordon W. Lloyd, slow-burning mill construction was used with solid oak columns. On the exterior continuous piers, generous fenestration, and restrained use of ornament marked a new advance in commercial architecture (13). (more)



FIG. I. SIDNEY T. MILLER HOUSE, JEFFERSON AVENUE,  
BY GORDON W. LLOYD, 1864.

## Why ZONOLITE Vermiculite Makes the Toughest Plaster

### Only Zonolite\* Plaster Can Pass These 4 Tests:



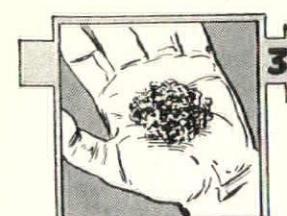
#### THE PICTURE-NAIL TEST

Hammer a picture-nail into a Zonolite plaster wall. You will be surprised at the nail holding power of this Zonolite wall. No cracking, no chipping!



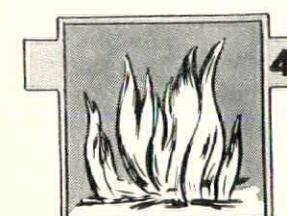
#### THE SLEDGE-HAMMER TEST

Take a sledge-hammer and smash it into a slab of Zonolite plaster. It will not shatter because it is tough and resilient—not brittle. Only Zonolite plaster has this amazing shock absorbing constituency.



#### THE PALM TEST

Hold a handful of Zonolite plaster aggregate in your palm. Feel how smooth and non-abrasive the granules are. They will not irritate worker's skin. When used for patching, droppings of plaster will not scratch floor surface when stepped upon.



#### THE FIRE TEST

Fire tests by nationally known testing laboratories prove that Zonolite vermiculite plaster has ratings of from 1 to 4 hours for various applications. We will send you a complete summary of these fire tests upon request. Inch for inch, no other plaster in the world provides so much fire safety!

Zonolite plaster aggregate is feather-light and easy to handle. Five bags—with a total weight of 150 pounds—are equal in volume and coverage to 2,000 pounds of sand! For complete details, see your local lumber and building supply dealer, or mail the attached coupon today.

#### ZONOLITE COMPANY

Dept. MSA, 135 S. LaSalle St.  
Chicago 3, Ill.

\*Zonolite is a registered trademark of Zonolite Company

MAIL COUPON TODAY!

#### ZONOLITE COMPANY

Dept. MSA, 135 S. LaSalle St., Chicago 3, Ill.

Please send me all the facts about Zonolite vermiculite plaster.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



## WINKWORTH FUEL & SUPPLY CO.

TRANSIT MIXED CONCRETE

BUILDING MATERIALS

DETROIT, MICHIGAN

TEXAS 4-5170

## A. J. ETKIN CONSTRUCTION CO.

Established 1939

GENERAL CONTRACTORS

13336 Livernois Avenue

Detroit 4, Mich.



## A. N. HICKSON, INC.

GENERAL BUILDER

Commercial — Industrial

14841 WYOMING

DETROIT 27, MICHIGAN

WEBSTER 3-9262

The use of Romanesque ornament on a commercial building appears on the Campau Building of 1883 by Mortimer L. Smith (demolished) (14). Mortimer L. Smith (1840-1896) was born at Jamestown, N.Y. He was educated at Oberlin and Sandusky, Ohio, and came to Detroit in 1855 with his father, Shelden Smith, who was also an architect. They formed the firm of Shelden Smith and Son from 1861 to 1868. Upon his father's death, Smith worked alone for a while until he joined with his son, Fred L. Smith, to form the firm of Mortimer L. Smith and Son. The firm was responsible for many of the principal business blocks and buildings of the day, including the old Newcomb Endicott Building on Woodward. Another side of Mr. Smith's nature is revealed by his winter scenes and sketches. His masterpiece was a picture of Niagara Falls in the winter of 1881.

Mr. Smith's venture in the field of domestic architecture is best represented by the Charles Ducharme house (Figure 2) of 1869, on Jefferson Avenue. This is an example of the Italian villa style. The tower and the round-arched windows derive from Italian sources, although the Mansard roof is of French origin. The large hallway is dominated by a grandiose stairway done in black walnut and curly maple. An unsupported flight of over twenty steps sweeps to the landing from which the stairway continues in two flights. The long drawing-room on the left of the hall is terminated by tall French mirrors above the mantel. To the right of the hall is the sitting-room; while the rear of the house is reserved for the library and the dining-room, which overlook the garden. Still preserved in the house are a black walnut dining set made in Detroit in the exuberant style of the Second Empire, with hunting subjects in high relief (15).

One of the finest Detroit buildings showing the French influence is James Anderson's City Hall of 1871 (16). George D. Mason remembers as a boy walking on the scaffolding when the walls were being plastered. He returned home thrilled at having climbed to the cupola. The people in the streets, he explained to his parents, looked like flies.

Mr. Mason had come to Detroit with his parents in 1870 from Syracuse, N.Y. By 1873 he had finished his education in the public schools. His mechanical ingenuity soon brought him a job at S. S. Wormer and Sons, Michigan Machinery Depot. Mr. Wormer was on the board of the Detroit Lithographic Co. When their plates for the diploma of the State Agricultural Society were burned, Mr. Wormer, recognizing young Mason's ability at drawing, asked him to design a new diploma, which he did with great success (17). It was Mr. Wormer who gave Mason the idea of being an architect. When the question came up whether to enter Lloyd's office or Smith's, Mr. Wormer favored

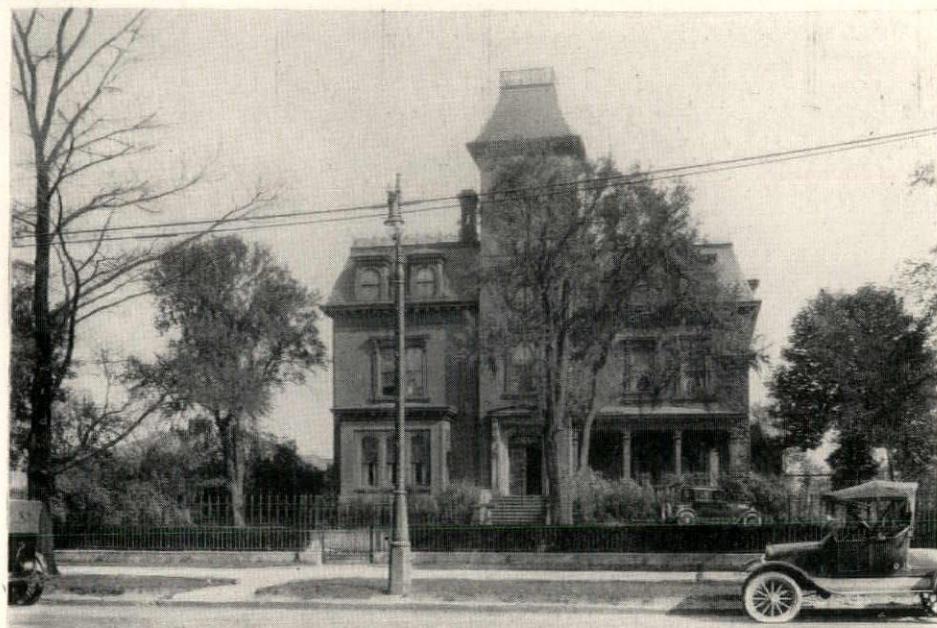


FIG. 2. DUCHARME HOUSE, JEFFERSON AVENUE,  
BY MORTIMER L. SMITH, 1869.

the latter on the grounds that he could design good cornices and Lloyd could not. Mason tried working in Smith's office one summer; but in 1873 he entered the new office of Henry T. Brush, as he thought he had a better chance there. He worked nine months without pay.

In 1875 in Brush's office Mason worked on full-scale drawings of the old Public Library and on drawings for the George O. Robinson house on Cass. Because of the necessity for economy, the Library was completed with a wood instead of stone entrance and without the dome. The indeterminate style was a loose adaptation of Renaissance forms (18 and 19). The Robinson house is basically the bracketed Italian villa type, although the details are clearly debased French. But what Brush lost in correctness of detail he gained in originality. The attenuated columns, the front archway with its concentric cornice, the pagoda-like cupola with its iron cresting, and the bay windows are part of a consistent whole that is the architectural counterpart of the watered satin and velvet Worth dress, the cameo earrings with their gold spangles, and the ivory-handled silk parasol (20).

While in Brush's office, Mason worked on the competitive drawings for the waterworks building on East Jefferson. However, J. E. Sparks won the competition. In 1878 Mr. Mason joined in partnership with Zachariah Rice, a family friend from Oswego, N.Y. Their first job was a stable for Thomas Berry of Berry Brothers. Thomas W. Palmer gave them an office in the Merrill Block and agreed that they should have five hundred dollars the first year whether they made anything or not. However, they made eight hundred dollars. In

1879-80 they did the Central Market Building in Cadillac Square, employing solid brick walls and wood joints (demolished).

One of their more pretentious early residences was the Joseph H. Berry house in Grosse Pointe (demolished in 1942) (21) which was erected in 1882 in the Queen Anne style. Norman Shaw had brought about this revival of indigenous Renaissance forms in England in which a predilection was shown for carved barge-boards, half-timbered effects, shingled areas and heavy mullions. A great freedom of plan was observed, possibly due to a less formal social life. In the Berry house, rooms were arranged to take advantage of the beautiful lake exposure and a formal garden on the south side; while the staircase, with its stained glass window, dominated the less desirable northern exposure. The paneling was in mahogany, black walnut, and several varieties of oak, supplemented by elaborate woodcarving and parquet floors (22).

At about this time an architectural titan loomed on the eastern horizon in the person of Henry Hobson Richardson of Boston. Reacting against the architectural potpourri of the period, he turned toward the rugged simplicity of the Southern French Romanesque. Here the deep reveal of arches produced sharply-defined shadows, and rough-hewn masonry was formed into solid masses. What an antidote for the phrenetic, tortured surfaces of the previous period! Although Richardson was one of the first Americans to receive his training at the Beaux Arts in Paris, his work could scarcely be considered the result of this education—but rather the output of a highly original and forceful mind. He was one of the first

*Sign of  
careful planning*



The little telephone outlets you see in more and more modern homes are the mark of the thoughtful architect and builder. For, together with simple conduit installed in the walls during construction, they provide for telephone service now or in the future . . . without exposed wiring.

We shall be glad to help you plan built-in modern telephone arrangements. In Detroit, call WOODWARD 3-9900, extension 2624 and have a telephone engineer visit your office. Elsewhere, call the local telephone business office.

**Michigan Bell Telephone Company**

## E. J. ANDERSON CO.

*Representing*

**SLOAN VALVE CO.**

FLUSH VALVES

**JOSAM MANUFACTURING CO.**

FLOOR DRAINS

**CHICAGO PUMP CO.**

CENTRIFUGAL PUMPS

**ELKHART BRASS MFG. CO.**

FIRE PROTECTION EQUIPMENT

14 Smith Street

Detroit 2, Michigan

TRinity 2-7085

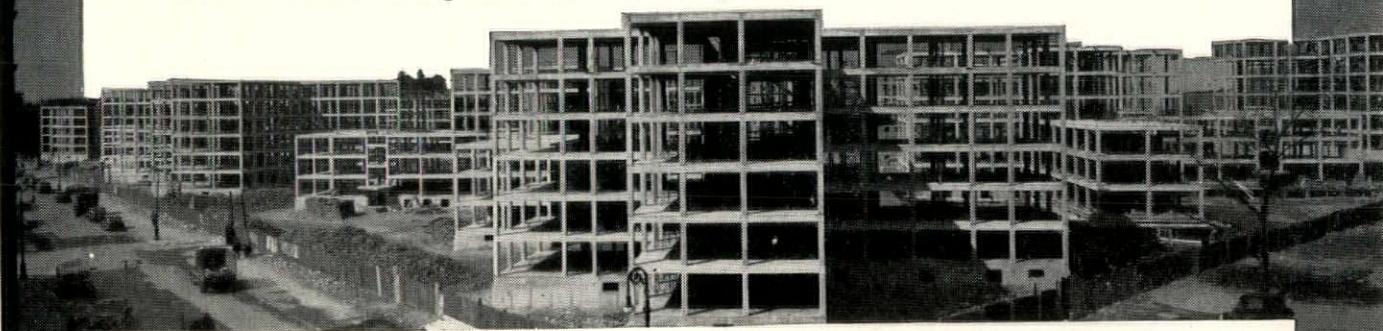
TRinity 5-4899

## Save Time and Materials with Concrete Frames and Floors

**SUBSTANTIAL ECONOMIES** are effected by use of reinforced concrete frame and floors, instead of masonry bearing walls, even for buildings of six stories or less. Such construction saves masonry materials by permitting use of thinner walls; work of masons is expedited; time is re-

duced in form handling; job progress is speeded up.

The experience of our structural engineers on a wide variety of projects is at the service of engineers or architects in planning concrete construction for firesafe apartment houses or other buildings.



Reinforced concrete frame and floors with wide shallow beams were used for the 27 six-story apartment buildings with three-story wings comprising the Brownsville municipal housing project, Brooklyn, N.Y.

The project, owned and operated by the New York City Housing Authority, includes 1,338 dwelling units to house an estimated 5,175 residents. Frederick G. Frost, architect. Fred N. Severud, engineer.

**PORTLAND CEMENT ASSOCIATION**

Olds Tower Bldg., Lansing 8, Mich.

A national organization to improve and extend the uses of concrete . . . through scientific research and engineering field work

to study his buildings from all four sides with a real understanding of three-dimensional architectural masses. He also laid special stress on the texture and color of materials. Thus it is apparent that he was truly a forerunner of the moderns. The influence of Richardson's innovations was enormous; and, almost overnight, America universally accepted the Romanesque Revival. In many cases the superficial earmarks of the style were adopted without a real understanding of it, but frequently the new theories were employed with success.

Richardson himself is responsible for two structures in Detroit: the Bagley Fountain of 1885 and the Bagley Memorial Armory of 1886. The former shows his fondness for Byzantine ornament and compact design (23). In the latter he has striven for a unity of design by binding together several floors under three large arches. The concentration of support in the piers marks an improvement in the design of commercial structures (24). The influence of this building is discernible in the nearby building at Randolph and Congress by Rogers and MacFarlane, dated 1888 (25).

The T. W. Palmer Block of 1894 shows the influence of Monadnock Block in Chicago and is one of Mason and Rice's most distinguished buildings. It is among the last mill construction buildings with solid masonry bearing walls (26 and 27). In the Wm. Reid & Co. Building, built around 1890 (now the Welt Paper Co.), the pier disappears as a supporting member; and the wall becomes merely a protective curtain of glass and brick. It is one of Gordon W. Lloyd's last buildings and shows how far he had gone from the Newberry Building (28). It is only a step further to the fully-articulated steel skeleton skyscraper as represented by the Majestic Building, built by the famous Chicagoan, D. H. Burnham, in 1895 (29). One cannot overlook the fact that all of this group of commercial buildings are in the Romanesque style. A feeling for texture is displayed in the interesting brickwork. It is a curious paradox that the skyscraper should have been evolved from the early work of Richardson, a man who showed little interest in structural innovation.

The public and private buildings of the period are more characteristically Richardsonian than the commercial buildings. Mason and Rice's First Presbyterian Church of 1889 may be said to stem directly from Richardson's Trinity Church in Boston, with its Greek cross plan, its massive square lantern supported on four huge arches, and its polychromy. The Detroit Church, however, has a more compact design; and the four arches have a greater solidity. Its Lake Superior sandstone produces a different effect from the puddingstone of Trinity (30).

Other excellent Richardsonian buildings by Mason and Rice are the old

YMCA of 1886, and the railroad stations in Walkerville and Kingsville, Ontario, both dated 1888 (31, 32, 33, 34, 35, 36).

Several additional successful buildings of the period which show a considerable Richardson influence are: the Union Station, begun in 1889 by Isaac Taylor of St. Louis, Mo. (37) and the old Post Office of 1890-97 (demolished); the old University of Detroit High School building of 1891, on Jefferson Avenue, by Gordon W. Lloyd (39); the Detroit Club of 1891, by Wilson Eyre of Philadelphia (40); and the old Art Museum of 1887, by James Balfour of Hamilton, Ontario. The last named architect was the winner of a competition. The final selection by Senator McMillan was not challenged, although there was some criticism at the time of the choice of a Canadian architect (41).

Gordon W. Lloyd was not as successful in his design of the David Whitney house of 1894 as he had been in his University of Detroit building. The Romanesque design of the palatial house of Colorado granite is confused by too many unrelated elements (42). The A. L. Stephens house of 1890 by Mason and Rice was a somewhat more determinate example of Romanesque design (demolished) (43).

In 1879 the late Albert Kahn (1869-1942) arrived in Detroit from Europe, oldest of six children of an impoverished rabbi. He had been born in Rhauen, Westphalia, Germany. He soon became an office boy in an architect's office. Good luck shone upon him when Julius Melchers offered to give him drawing lessons on Sundays and, convinced of his ability, got him an architectural job in the office of Mason and Rice. Starting on January 1, 1885, the sixteen-year-old boy worked nine months without pay before he began receiving \$30.00 a month.

In a few years he made the designs for some of the Mason and Rice's larger residences: notably the Gilbert Lee house on Ferry and John R Streets and the Charles A. DuCharme house on East Jefferson, both dated 1888. He had made a trip to Chicago and was

strongly influenced by certain residential work which he saw there. When I asked him whether he designed the carving over the entrance of the Lee house, he replied, "Yes, that's mine. It looks like a disease, doesn't it?" A look at this charming entry with its deep reveals and crisp detail would seem to discredit Mr. Kahn's modest opinion of his early creative talent (44).

The design and composition of the house as a whole is excellent. A wide dining room window is separated from the window above it by a metal spandrel, both being crowned by an elliptical arch. This forms a suitable vertical accent for the dominant bay. Generous window areas seem to have been designed for the convenience of the interior rooms as well as for exterior appearances (45). There is a considerable freedom in the interior plan, the rooms being grouped around a large hallway, in which are featured a monumental fireplace and a stairway to the east, with the usual stained glass window at the landing. Fireplaces of great richness and variety of design are found in the principal rooms. The Richardsonian living-room mantel is executed in Italian onyx with a carved mantelpiece of bird's eye maple (46); the grille above the dining room mantel is a choice example of **art nouveau** design; while an upstairs mantel with a wide expanse of tile facing possesses a modernity far in advance of its time (47). All the hardware, the grilles, and the carving in the house were specially designed in the greatest detail, most of the work showing the influence of William Morris and of the **art nouveau** (48).

The frame houses of this period represent an outgrowth of the Queen Anne tradition. In the hands of Richardson and a score of Eastern architects most of the derivative detail was eliminated. The houses indicate a study of simple masses and interesting contrasts of material, especially stone and shingles.

The Charles L. Freer house (Figure 3) on Ferry Avenue, built in the late

FIG. 3. CHARLES L. FREER HOUSE, EAST FERRY AVENUE, BY WILSON EYRE OF PHILADELPHIA, LATE EIGHTEEN EIGHTIES.



# J. A. Utley Co.

## General Contracting



JEROME A. UTLEY, *President*  
CHARLES H. RICHERT, *Vice-Pres.*  
ARTHUR L. ENDRESS, *Vice-Pres.*  
WALTER F. DREYER, *Vice-Pres.*

**723 East Ten Mile Road  
ROYAL OAK, MICHIGAN**

Lincoln 1-3280

Jordan 4-6960

FLINT BRANCH OFFICE  
3821 Lapeer Road, Flint, Michigan  
FLINT 3-8247

eighties by Wilson Eyre of Philadelphia, is one of the finest monuments of the period in Detroit. In it there is a recognizable transition from the Queen Anne toward the modern. There is a departure from fixed architectural traditions and a search for an architecture that organically expresses patterns of living. Witness the charming library with its corner fireplace and built-in fireside seats or the upstairs sitting-room with its sunny exposure, its built-in cabinets, and adjoining porch. This porch cut out of the corner of the house, seems to defy the traditional solidity of walls. Then again, the skillfully designed stair well gives a feeling of three dimensional spaciousness to the house by penetrating the ordinarily clearly defined boundaries between floors (49).

There could be no better evidence of Mr. Freer's artistic discernment nor a better background for his outstanding collection of oriental art and fine Whistler paintings. The plaster walls were stippled in soft colors to form a background for pictures, which were illuminated by specially designed fixtures. The library was virtually a reliquary for a Chinese vase which stood in an oval niche above the fireplace. Olive-tinted walls harmonized with the vase, and unobtrusive built-in furniture left the eye free to concentrate on the venerated object.

An annex to the house contained Mr. Freer's art gallery, his library, and the celebrated Peacock Room, James McNeill Whistler's venture into interior decor. Originally executed in 1876 for Frederick Leyland in London, the room is now in the Freer Art Gallery in Washington. In Washington, as formerly in Detroit, the bric-a-brac shelves contain Chinese porcelains, and above the mantle is Whistler's *Princesse du Pays de la Porcelaine*.

The firm of Mason and Rice did several frame buildings illustrating the same tendencies in design as the Freer house. Skillful massing and interesting contrast in materials characterize the Belle Isle Police Station of 1893 (50). The trend toward simplicity was followed in Mason and Rice's large resort hotels, which came to their own in Michigan in the Gay Nineties, taking advantage of ideal waterfront sites. The Grand Hotel on Mackinac Island of 1887 adheres to the American resort hotel tradition of a three-story colonnade stretching the length of a long frame structure; yet here the problem is attacked with a simplicity and directness that merits admiration (51). The Mettawas Hotel of 1889 at Kingsville, Ontario, shows the influence of the Queen Anne style. The subordination of the porch clears the way for a free sculptural treatment of the facade (demolished) (52). The bold juxtaposition of circular and rectangular masses in the Mettawas Casino of 1889 is an especially brilliant *tour de force*, a premonition of the best modern work (53).

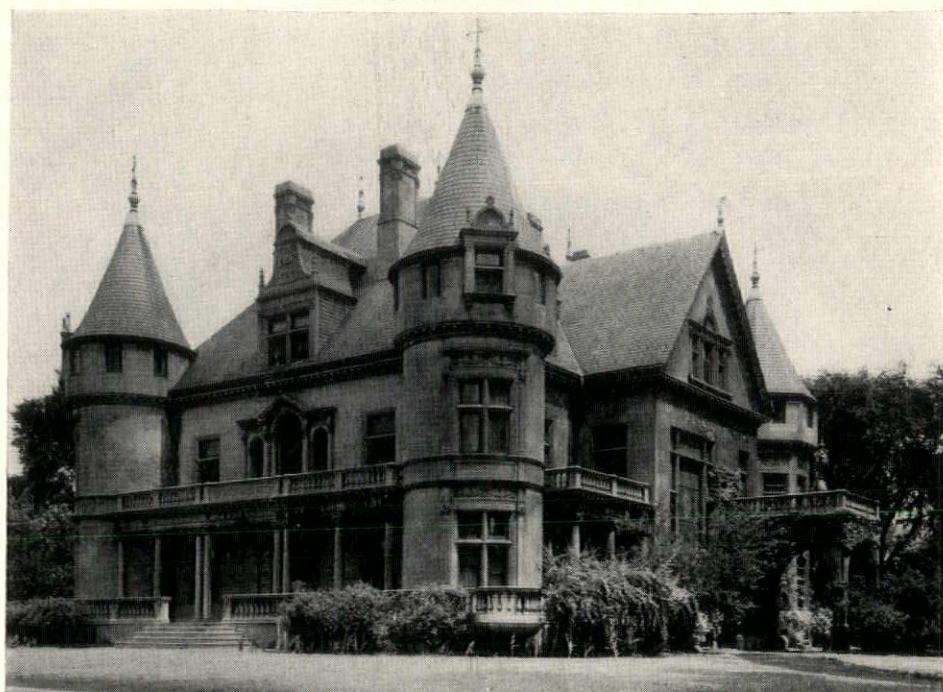


FIG. 4. FRANK J. HECKER HOUSE, WOODWARD AVENUE AND FERRY,  
BY LOUIS KAMPER, 1889-90.

Sadly enough, the growing tendency toward organic architecture in America was soon to be retarded by the appearance of eclectic architecture. This was brought about principally by three factors: the rise of academic architectural education in America, increased travel to Europe, and the World's Fair of 1893. This intensified exposure to architecture *comme il faut*, especially Classical and Renaissance architecture, offered an irresistible challenge. Students and architects alike were dazzled by the great wealth and beauty of historical monuments now within their visual range through photographs and travel. The architectural heritage of the past was theirs to plunder willy-nilly, and they were to emerge with trophies to adorn the American cities. The growth of a universal organic architecture was nipped in the bud, and America was again to enter the "battle of the styles" with its usual earmarks of borrowed ornament and restraining anachronisms. But American architecture had weathered other storms and before long showed signs of weathering this one. Detroit architects, in line with the times, went about erecting some rather successful though unprogressive buildings. In many cases, however, the discipline of a formalized approach may have benefitted current taste, as in the case of the Colonial Revival. The William C. McMillan house in Grosse Pointe, dated 1888, by Mason and Rice, followed by only two years the first Colonial Revival house by McKim, Mead and White in Newport, Rhode Island. Its broad clapboard surfaces and interest-

ing use of porches and *porte-cochere* possess an informality and distinction carried over from the previous period, without too great attention to academic detail (54).

In 1889-90 Detroit's first conspicuous symptom of eclecticism was in the making. It was then that the medieval towers and roofs of Col. Frank J. Hecker's new French Renaissance chateau (Figure 4) rose above the leafy greenery of upper Woodward Avenue. Never had Detroit been exposed to such sophistries of architecture: the delicately carved pilasters and garlands, the shell niches, and the graceful columns and balusters. Needless to say, it took Detroiters by storm and remains today our most notable reminder of that era of shining victories, English coachmen with side whiskers, and gay cotillions (55).

Col. Hecker had wanted something different from the prevailing Romanesque type of dwelling. Interested in Detroit, he wanted his abode to be entirely the product of native craftsmanship. Young Louis Kamper, filled with new ideas he had developed during eight years of study under McKim, Mead and White, was just the man to cater to Hecker's tastes. Kamper was born in 1861 in Bliesdalheim, Bavaria, Germany, and had studied at the Technical School at Rheinpfalz before coming to America. He felt that no style could better express a happy, homelike life than the style of Francis the First. Then too, Detroit, being a French town, was the natural place for French architecture. Certainly light buff Indiana limestone and unfading

## "Serviced by Daelyte"

- means  
building maintenance  
at its best

For more than a quarter of a century, Daelyte has rendered an efficient, dependable maintenance service on commercial, industrial and institutional buildings of every kind. Each of Daelyte's many maintenance services is handled by specialized experts, many of whom have been "Daelyte men" for 20 years and over. This long established firm is well organized to provide complete building maintenance service throughout Ohio, Pennsylvania and Indiana as well as Michigan. So whenever the occasion arises for a building maintenance job of any kind, don't be in the dark . . . call "Daelyte."

### Daelyte Service Includes:

- Painting
- Building Cleaning
- Window Cleaning
- Caulking
- Sand Blasting
- Tuck Pointing
- Steam Cleaning
- Concrete Repairs
- Wall Washing
- Water Proofing
- Cement Finishing
- Glazing
- Floor Waxing
- 24-hour Janitor Service
- Cleaning and pointing tile in new buildings

A Daelyte representative will gladly call at your convenience to discuss all your maintenance needs.

### Daelyte Service Co.

Complete Building Maintenance — since 1920

300 Riopelle St., Detroit 7  
WOodward 1-4131

## Smith Fireproofing Co.

### FIREPROOFING CONTRACTORS

GYPSUM, CLAY TILE AND CINDER BLOCK PARTITIONS  
STRUCTURAL GLAZED FACING TILE PARTITIONS  
PRE-CAST GYPSUM ROOFS AND CEILINGS  
BEAM AND COLUMN FIREPROOFING

832 Michigan Building      WOodward 1-1788  
DETROIT 26, MICHIGAN



Use PETOSKEY CEMENTS  
for APPEARANCE-  
STRENGTH-  
PERMANENCE.

Petoskey Standard Portland Cement  
Petoskey Air-Entraining Portland Cement  
Petoskey High Early Strength Portland Cement  
Petoskey Waterproofed Portland Cement  
Petoskey Mortar Cement

## PETOSKEY PORTLAND CEMENT COMPANY

PETOSKEY      DETROIT  
MILWAUKEE      CHICAGO

## John A. Mercier Brick Co.

"MERCRETE"

SLAG CONCRETE BLOCK & BRICK

QUALITY FACE BRICK

3895 Roulo Ave., Dearborn      VI. 1-0761

WEEKLY BULLETIN

green slate were less gloomy than the red tile and Lake Superior sandstone of the Romanesque Revival. To be consistent, Mr. Kamper designed all the furniture of the house in a lighter, less bulky French and Italian style. Fireplaces are to be found in all the major rooms and in the large central hall. Carrying out the theme of cheerfulness, a stained glass window at the landing on the south wall brings a many-hued luminosity into the heart of the house. William Wright and Company of Detroit did the interior cabinet work. The oval dining room is panelled in mahogany, the hall in white oak, and the library in English oak with featured burl panels. The floor of the den is teakwood. William McKinley must have been impressed by the elegance of the house when he was entertained there in 1896. Col. Hecker, a close friend of Freer, shared some of his artistic interests. He had paintings by Rembrandt and Whistler, and in the den were three wax panels of female figures by Thomas Dewing (56).

The J. B. Book residence on Jefferson Avenue by Louis Kamper exhibits the Italianate influence of McKim, Mead and White (57).

In the nineties the eyes of all architects, young and old, were turned toward Europe. In 1890, at twenty-one, Albert Kahn took a trip to Europe on a \$500 scholarship he received from the magazine "American Architect." Upon his return he set to work doing eclectic designs in the office of Mason and Rice. He was responsible for the William Livingston house of 1893 on Eliot Street in the style of Francis the First and the Hecker-Freer house of 1895 on Ferry Avenue. The design of the stone balcony of the latter was based on the work of Bramante (58 and 59).

Mr. Mason went to Europe in 1884 and 1911. He did sketches and water colors of scenes in Europe and brought back excellent photographs of European works of art, which he had mounted, bound and placed in his library, which adjoined the drafting room. Young Kahn enjoyed using this library and always considered it a part of his education. Later he installed a similar library in his own office.

In 1894 Mason and Rice built Mrs. Campau Thompson's house. The French Renaissance doorway was executed by Julius Melchers (60). The Hiram Walker and Sons office of 1892 in Walker-ville and the Detroit Opera House of 1898 were both in the Renaissance style (61 and 62).

In 1898 Mason separated from Rice, and the firm took on the former's name. In 1896 Kahn started his own company with George Nettleton, under the name of Nettleton and Kahn. For a short interval the firm was known as Nettleton, Kahn and Trowbridge. George Nettleton and Alexander Trowbridge had formerly been in Mason's office. Trowbridge soon joined Ackerman pro-

fessionally in New York. In two years Nettleton died and Kahn called in his brothers to assist him. In 1902 Kahn collaborated with Mason on several buildings.

John Scott was one of the more important architects of the eclectic period. He was born in Ipswich, England, in 1850 and came to Detroit with his father while he was still a young man. He worked in the office of his father, William Scott, and later became head of the firm of Scott, Kamper and Scott, with Louis Kamper and his brother, Arthur Scott, the engineer. They built the Hecker house in 1889-90. Later heading the firm of John Scott and Co., he built the Wayne County Building between 1895 and 1902 in the Italian Renaissance style (63). With William Reed-Hill as associate, he designed the old Wayne County Jail and the H. N. Torrey house of 1911-13 in Grosse Pointe, also in the Italian Renaissance style (64 and 65). William Reed-Hill was educated at the Boston Technical School and was very fond of the Italian style, especially the Palazzo Canneraria. Another building in the same style is the Detroit Athletic Club by Albert Kahn, dated 1915 (66).

The culmination of eclecticism in public buildings came with the construction of the main Detroit Public Library by Cass Gilbert in 1917-21 and the Detroit Institute of Arts by Paul Cret in 1922-27. These two giants standing face to face across Woodward Avenue represent a final simplification of Italian Renaissance forms into block-like masses with large concentrated apertures boldly accented by deep reveals. They follow the precedent set for this type of building by the Boston Public Library, the New York Public Library, and the Metropolitan Museum of Art (67 and 68). A modern architect would have been less concerned with monumentality and would have made a greater study of flexibility, lighting, and accessibility to the street, perhaps, in the end, creating a more useful building.

The most natural domain of borrowed styles is the private residence, a field in which there is not such a pressing demand for adaptation. Even today wealthy men live in Italian villas, French chateaux, or English manor houses. These imported anachronisms are part of a curious discrepancy between the machine civilization and the atmosphere in which its leading citizens live. The escape to the suburbs is a factor that contributes to this form of cultural maladjustment. The imitation of architectural forms and furnishings belonging to a handicraft era has doomed new forms and techniques expressive of the machine age. That people prefer to live in a Mediaeval, Renaissance, or Colonial atmosphere suggests that they have not been able to interpret the modern age in terms of their physical environment. Education is partly responsible for this deficiency

in its equal emphasis on all periods of past architecture and art and its failure to lay sufficient emphasis on or, in many cases, to recognize contemporary trends. All this is not to say that there have not been some successful derivative houses built between the turn of the century and the second World War. There has been considerable excellence in the smaller houses; but on the whole this type has not achieved the distinction apparent in a few of the large houses.

The most satisfactory large houses are those that avoid the purely antiquarian tendencies and are tempered by a fine feeling for design and orientation. Restrained use of derivative detail does not prevent them from carrying on the American tradition of flexibility and livability.

The Eugene W. Lewis house of 1912 and the Dexter M. Ferry, Jr. house of 1915 in Grosse Pointe, by Trowbridge and Ackerman of New York, display a fine sense of design and proportion and take full advantage of their southern lake exposures by ample fenestration and inviting terraces (69 and 70). The Henry Stephens house of 1913 and the Russell A. Alger house of 1910 by Charles Platt, employ a restrained and scholarly use of detail and exhibit a well-studied and charming inter-relation between the house and garden (71 and 72). Albert Kahn considered the Alvan Macaulay house of 1930 one of his most successful private houses. Its pleasing proportions and simplicity of design come as a relief from the usual confusion of gables and half-timber work common to the average run of pseudo-Tudor work. It is a curious paradox that the world's foremost industrial architect should have continued building an eclectic residence every year or so (73).

A closer scrutiny of European models brought about a revolution in church architecture as early as the nineties. The Latin cross took the place of the Greek cross, and the Gothic returned in a blaze of glory. In 1890 Mason and Rice, turning their backs on the Romanesque, completed Trinity Episcopal Church at Grand River and Trumbull under the patronage of James E. Scripps. Mr. Scripps sent draftsmen to England to study and make drawings of fourteenth century parish churches. They even took strips of sheet lead and bent them around mouldings, the better to make accurate tracings (74).

Mr. Mason tells of an incident that occurred during the construction which reflects the influence, then prevalent, of the teachings of William Morris. Mason noticed that a keystone in an arch had been set somewhat off center. He told the supervisor to reset it. Scripps, overhearing the order, insisted that a keystone thus laid gave the building the cachet of individual craftsmanship which he desired. Needless to say, the keystone is still off center. (more)

## Fred C. Clark Company

1675 ABBOTT STREET  
DETROIT 16, MICHIGAN  
WO. 1-3417

MANUFACTURERS OF  
INDUSTRIAL and COMMERCIAL STEEL SASH  
TENSION and TORSION OPERATORS  
TUBULAR STEEL DOORS  
PRESSED STEEL FRAMES

WALTER TROWELL

## TROWELL CONSTRUCTION COMPANY GENERAL CONTRACTORS

1334 TEMPLE

ALBERT TROWELL

TE. 1-7373

## Natco Has Moved!

NATIONAL FIREPROOFING  
CORPORATION  
announces the opening of their new  
offices and display room at  
4605 Woodward Avenue  
CONVENTION HALL - DETROIT 1, MICHIGAN

We hope you will drop in when convenient  
and see our permanent display of

### NATCO CLAY PRODUCTS

TELEPHONE — TEMple 2-4690

Better Brick Builds Better Buildings

## PERMA-COLOR FACE BRICK

Beauty and Permanence  
For your selection

## Century Brick Co.

14900 Linwood Ave.,  
Detroit 21, Michigan  
UNiversity 1-8200

## Acorn Iron Works, Inc.



FABRICATORS AND ERECTORS OF  
STRUCTURAL STEEL  
MISCELLANEOUS IRON

9260 FREELAND, DETROIT 28 WE. 3-8672

## Turner-Brooks, Inc.

### FLOOR COVERING AND ACOUSTICAL CONTRACTORS

Rugs - Carpets - Linoleum - Cork Tile - Asphalt Tile - Rubber Tile - Oriental Rugs - Venetian Blinds  
Mastipave - Window Shades - Marsh Wall Tile - Cabinets, Wood and Steel - Kitchen Planning  
Electrical Appliances - Radios - Acoustical Treatment - Parkay Wood Floors

Martin-Parry Flush Type Steel Partitions

TOWNSEND 8-2470

9910-30 DEXTER BOULEVARD

Detroit 6, Mich.

Most outstanding of the Neo-Gothic churches that were to follow is St. Paul's Cathedral (1908-1919) by Cram, Goodhue and Ferguson of Boston (75).

One of the leading architectural firms of the twentieth century in Detroit is the firm of Donaldson and Meier. John M. Donaldson (1854-1941), senior member of the firm of Donaldson and Meier, was born in Stirling, Scotland, and was brought to Detroit by his parents at the age of two. After an education in the Detroit public schools and a brief period in the architectural office of J. V. Smith, he went abroad, studying art and architecture in the Polytechnic and Art Academy at Munich, Germany, and in the Atelier Andre of the Ecole des Beaux Arts in Paris. In Europe he cultivated the friendship of the painters Frank Duveneck and William M. Chase. Returning to Detroit in 1878, he was associated with Henry T. Brush, the architect, until Mr. Brush's death in 1879. Donaldson's first office was in a three-cornered room in that old flat-iron building still standing at the junction of Michigan and Lafayette. Mr. Mason remembers the bearded young architect at this time sitting on a couch in his office talking about his friends across the sea and about the artistic theories he had picked up abroad.

Being a competent sculptor as well as an architect, Donaldson was responsible for the statue of Marquette now adorning the City Hall. Julius Melchers did the other three statues of Cadillac, La Salle, and Richard. Later in life Donaldson became the president of the Detroit Museum of Art and also of the Detroit City Plan and Improvement Commission. He was a director of The American Institute of Architects.

FIG. 5. BOULEVARD BUILDING, WOODWARD AVENUE AND GRAND BOULEVARD,  
BY ALBERT KAHN, 1913.

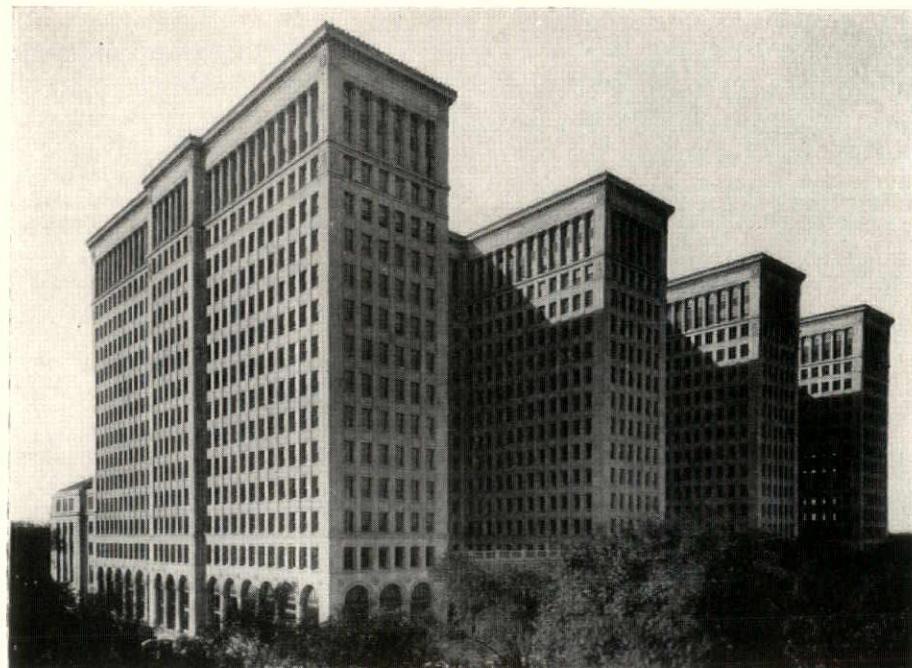


FIG. 6. GENERAL MOTORS BUILDING, GRAND BOULEVARD,  
BY ALBERT KAHN, 1920.

The firm of Donaldson and Meier was responsible for many of the early steel skyscrapers in Detroit, including the old Penobscot Building and the old Union Trust Building, dated 1900-1902 (76). One of their more academic types of buildings was Alumni Memorial Hall at Ann Arbor.

It was not long before the influence of Louis Sullivan began to be evident in Detroit commercial structures. The D. J. Healy Store of 1910 by Postle and Mahler and the Baldwin Building

brought to Woodward Avenue the strip windows and the elongated spandrels that were to give a clearer external expression of the intervals of the steel skeleton beneath. The "Luxfer Prisms" used in the upper part of the windows of these two buildings foreshadow the glass bricks of today (77). Ray's Hardware Building, built by Baxter, O'Dell and Halpin in 1915, continues in the Sullivan manner, even to the extent of employing red terra cotta surfacing (78).

Some of Albert Kahn's early commercial architecture shows a decidedly progressive tendency. The terra cotta Boulevard Building (Figure 5) of 1913, on the northeast corner of Woodward and Grand Boulevard, is as clean-cut a piece of commercial architecture as one could find anywhere. The windows are increased to their maximum size; the width of the corner piers is equal to the width of the lateral piers; and the piers are uniform from the cornice to the pavement. Such advanced logic was frequently neglected in the roaring twenties (79). The Finsterwald Building of 1919 on the northwest corner of Washington Boulevard and Michigan Avenue has a richness of texture and a restraint of design that give further proof of the superiority of Kahn's work at this time (80). In the Woodward Building of 1915 his use of metal spandrels with terra cotta piers gives the building a lightness of quality altogether revolutionary (81). In Kahn's work there is a directness and a mechanical precision that are the true index of the machine age. In the General Motors Building (Figure 6) of 1920 this factor is carried to its logical climax. The principle of mechanical

# WESTOVER-KAMM COMPANY

ARCHITECTURAL WOODWORK  
SASH, DOORS, LUMBER  
SECTIONAL OFFICE PARTITIONS

● SUPERIOR ●  
MATERIAL — WORKMANSHIP — SERVICE

Office & Factory Center & Livingston Aves.

BAY CITY, MICHIGAN

PHONE: BAY CITY 3-6558

# A. W. KUTSCHE & CO.

BUILDING CONSTRUCTION

TRinity 1-8410

2924 W. GRAND BLVD., DETROIT

## The Contracting Plasterers' Association of Detroit

1324 Majestic Bldg.

WOodward 1-2493



Our membership extends best wishes to the Michigan Society of Architects for a successful convention, and assures its continued cooperation to produce the finest in lathing and plastering.

MUNRO AIRD  
1274 Forest Ave., W. TE. 1-8667

ALBERT BEEVER  
1327 Majestic Bldg. WO. 5-0412

BERTI PLASTERING CO.  
18500 James Couzens Hy.  
UN. 4-8024

SAMUEL DICKMAN & SON  
6432 Cass Ave. MA. 9100

DONALD GRAHAM  
20904 W. McNichols Rd.  
GA. 6696

SYDNEY JONES  
15249 Liberal Ave. LA. 6-3452

JOHN MCKENNA  
29798 Linden, Farmington, Mich.  
Farm. 2410

McNULTY BROS. CO.  
516 Murphy Bldg. WO. 1-8621

W. C. ROHRMOSER  
930 Fox Bldg. WO. 2-8274

RUSSELL PLASTERING CO.  
3584 Farnsworth Ave. WA. 1-0679

MICHEAL SANTORO  
5500 Hurlbut Ave. IV. 0672

SERVICE ART PLASTERING CO.  
4612 Woodward Ave. TE. 3-9013

WILSON BROS.  
19162 Kentucky Ave. UN. 2-9168

ARCHIE YOUNG  
12322 Cheyenne Ave. HO. 7279

# RAYMOND Concrete Pile Company

TEST BORINGS  
SOIL INVESTIGATIONS  
WOOD, STEEL and CONCRETE PILES  
CAISONS  
UNDERPINNING

418 New Center Building

TRinity 1-3600

# DETROIT BRICK MANUFACTURERS ASSOCIATION

HAGGERTY BRICK CO.  
10450 Ford Road DEARBORN, MICH.

DANIEL BRICK CO.  
6770 Monroe Ave. Taylor Township, Mich.

JOHN A. MERCIER BRICK CO.  
3895 Roulo Avenue DEARBORN, MICH.

CLIPPERT BRICK CO.  
Wyoming & Southern Avenue, DEARBORN, MICH.

# ROHN FIREPROOFING COMPANY

3000 GRAND RIVER AVENUE, DETROIT 1, MICHIGAN

COMPLETE ESTIMATING AND ERECTION SERVICES OF  
POURED AND PRECAST GYPSUM ROOF DECKS  
AND ZONOLITE ROOF INSULATION

*All Types of Masonry Partitions*

TEmple 1-6122

repetition is even found in the quadruple bays which jut out like a series of massive promontories (82). The Fisher Building of 1928 never reached the high architectural standard established by the General Motors Building (83). The New Center Building of 1931, also erected by Kahn for the Fisher Brothers, is the third of the triumvirate that form the New Center, an ostensible effort to overcome downtown urban congestion by establishing a new uptown business center. Someday it is to be hoped that a plaza may join the three buildings.

The Washington Boulevard development is another example of the beneficial results that occur when a forward-looking architect is backed by the real estate interests of a Detroit family. To begin with, Louis Kamper, with the cooperation of Mayor Philip Breitmeyer (1909-1910), had replaced the original single lane of pavement by the present parked boulevard with its advanced scheme for traffic circulation. The building line had been set on the line determined by the wall of the Statler Hotel. Later Kamper had designed the handsome street lamps which lend a note of elegance to Detroit's only north-south artery. Washington Boulevard is indeed a perfect setting for the many handsome buildings Louis Kamper erected for the Book brothers (84).

The position of Griswold Street as the chief artery of Detroit's financial district has never been challenged. During the business boom of the twenties a brotherhood of skyscrapers made their appearance along its southern extremities, incidentally doing little to decrease downtown congestion. One of the best designed of these giants is the David Stott Building of 1928 by Donaldson and Meier. It has the assurance of an established generic type that can be found in a score of other American cities (85). Smith, Hinchman and Grylls were the architects of the Buhl Building (1924-25), the Penobscot Building (1927-29), and the Union Guardian Building (1927-28). These structures are interesting for the picturesque way in which they dominate the Detroit skyline. As architecture the Penobscot and Union Guardian Buildings lack the sincerity of the Buhl Building. Setbacks have been created for aesthetic ends, and an effect of masonry monumentality has been sought in buildings that should express lightness and transparency (86 and 87). Considerably more successful as architectural achievements are this firm's Farmer Street block of the J. L. Hudson Company (1924-29) and the J. L. Hudson Company warehouse on Madison Avenue (1926-27) (88 and 89). The office is best known, however, for its pre-eminence in the field of industrial architecture.

It is interesting that Fred L. Smith (1860-1941), the son of Mortimer L.

Smith, represents the third generation of the Smith family to follow the architectural profession. Mr. Smith received his training in his father's office and later became president of Smith, Hinchman and Grylls, which was incorporated in 1907. Theodore H. Hinchman, Jr., (1869-1936), a consulting engineer, received his training in engineering at the University of Michigan and was treasurer of the firm. Humphrey John Maxwell Grylls (1865-1942) was born in England and came to America in 1881. He worked in several Detroit architectural offices, including John Scott and Company, and was later vice-president of Smith, Hinchman and Grylls.

Among recent buildings of excellent modern design is the postoffice of 1940 on East Jefferson (90), designed by Louis A. Simon. Two commercial buildings exhibiting the latest tendencies are the F. W. Woolworth Building of 1941 by Hyde and Williams and the Edison Service Building of 1938 by John C. Thornton. The latter represents a decided forward stride in building technique and design. The vertical piers disappear almost completely, and the building becomes a simple mass, faced with alternate bands of brick and glass brick. No window openings are needed as the building is completely air-conditioned. This purifies the air and decreases noise and dirt. It provides a cheerful and healthful atmosphere in which to work. Here is a pattern for the city of tomorrow, restful to the eye and mind (91, 92 and 93).

To overlook industrial architecture in an article on Detroit architecture would certainly be a grave omission. But because of the difficulty in obtaining material during wartime and because the subject has been dealt with at length elsewhere, I shall confine myself to a few remarks on the industrial architecture of Albert Kahn.

With the coming of Kahn the architectural profession in Detroit reached its maturity. After over a century of assimilation and interpretation of trends originated in eastern centers and in Chicago, Detroit originated a new development in industrial architecture of the widest importance. Boston and Chicago in the persons of Richardson, Sullivan and Wright had altered the concept of domestic and commercial architecture. It remained for Detroit in the person of Kahn to improve the concept of the factory. The automotive industry, centered in Detroit, gave mass production its greatest impetus. As the architect of most of the automobile plants, Kahn became the outstanding architect for mass production.

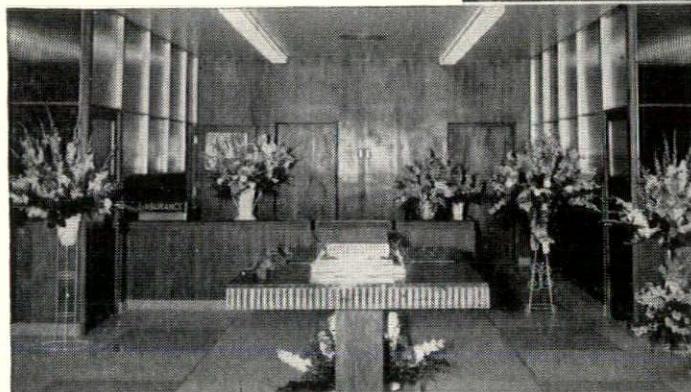
In 1914 Kahn established a new precedent in Detroit by building a Packard plant in reinforced concrete. He imported steel sashes from England for this building. Later his brother Julius invented a new and more precisely calculable method of reinforcing

concrete, which was widely used. However, factories soon had to be built of steel instead of concrete because of the necessity of wider spans. Vast spaces unobstructed by columns and enclosed with glass became the order of the day (see Dodge plant on cover). Kahn developed the idea of building a whole factory under one roof. A few photographs of Kahn's factories reveal the face of a new architecture of unlimited potentialities (94, 95, 96, 97, 98, 99). Here architecture has been converted from an art into a business and by its sheer efficiency has acquired a beauty that is the result of the unrestricted adaptation of form to function. What better evidence could there be of the importance of modern architecture in the new economy? Kahn's plants, located in Stockholm, Moscow, Cape Town, Melbourne, Nanking, and Buenos Aires (to mention only a few of the foreign locations), are a premonition of a universal industrial system which will bind the world closer together after the war and will serve as a means of raising the standard of living and of preventing want.

Then, too, the post-war world should bring a better solution of the housing problem. People do not seem to realize that the same principles of scientific study and research that have improved their working quarters can improve their living quarters. They have become immune to substandard living quarters. Schools, museums, settlement houses, unions and newspapers have almost completely failed to make people realize the benefits that are within their reach; and the reactions of the public to modern architecture have been reduced to a childlike fear of the unfamiliar. If there is a tendency for people to abandon cities today, it is because they have not learned to live in them. Although this is the problem, to a large degree, of the city planner, it is also the problem of the architect. Zoning, parks, limited access highways, and parkways must do their part; but so must architecture. To offset the unnatural noise, dirt and confinement of the city, there is a human need for privacy, sunshine, and contact with the soil. Modern architecture attempts to answer these needs. The best architects of today are concentrating their attention on the living quarters of a more average income group. The larger houses are rapidly falling into the category of white elephants, and there is a tendency toward a greater uniformity of living quarters among all income groups. The variety comes not in size or stylistic trends, but in adaptation to environment and requirements. In Detroit today there is a handful of architects of the younger generation who have been trained in modern design and have relinquished any memories they may have had of the Middle Ages, the Renaissance, or the Colonial period, in favor of a realistic approach to the problems of pres-

Close-up of the Empire Savings facade shows effective use of bronze against background of black Italian marble. Heavy outer doors are made of cast panels framed in Anaconda Extruded Bronze. Grille above is fabricated from red brass sheet, rod and tubes. The street windows, presenting dioramas of the Old West, are also framed in Anaconda Bronze.

Private office partitions at Empire Savings are formed of glass panels supported by Architectural Bronze frames.

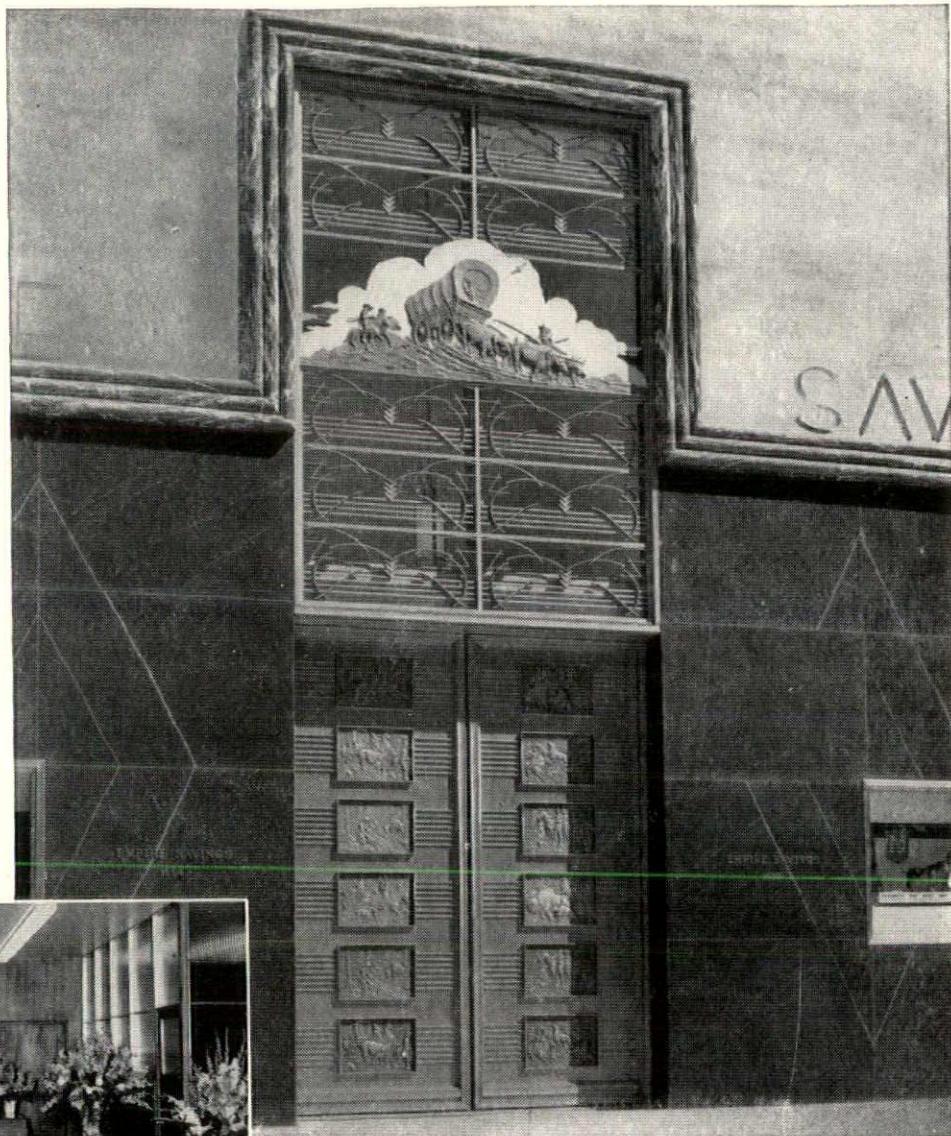


## THE OLD WEST GOES MODERN ...IN TIMELESS

# Bronze

SCENES OF THE WEST in its wild and wooly days provide the motif for the ultra modern decor of Denver's new Empire Savings Building.

Architect for the new home of the Empire Savings Building and Loan Association is Roger J. Musick, of Denver. Architectural bronze work was fabricated by the William G. Zimmerman Ornamental Iron Works, also of Denver.



PHOTOS BY SOUNDSTILLS, DENVER.

Except for the bronze castings and other materials for color contrast, Mr. Zimmerman employed Anaconda Alloys exclusively—extruded architectural bronze shapes, red brass rod, sheet and tube.

In adding this work to his long list of artistic achievements, Mr. Zimmerman reaffirms his confidence in the uniformity of Anaconda Architectural Bronze in color, texture and physical properties.

4901

  
**Anaconda**  
**ARCHITECTURAL BRONZE**  
**THE AMERICAN BRASS COMPANY**  
*174 South Clark Street, Detroit 31, Michigan*  
*General Offices: Waterbury 20, Conn.*

ent-day living. They have given us a few examples of the new patterns of living that undoubtedly will be more widely accepted after the war.

The Grosse Pointe residence of W. C. Emory (Figure 7), built by Max Colter in 1939, proves what the modern theories can do to improve the small city house on the narrow city lot. Privacy and a pleasing outlook is achieved by placing the most lived-in rooms at the rear of the house overlooking the garden. The beauties of the sky and the garden are brought into the house by a large plate glass window dominating the living area. A feeling of spaciousness is attained by combining the dining area, the living area, and the study into one flexible unit. The convenient location of the garage near the street minimizes expensive space-using pavement (100, 101, 102). The same advantages in a larger two-storied town house are to be found in the Axel J. Jansson house of 1941 by Buford L. Pickens in Rosedale Park. The street side is characterized by a convenient relationship between the garage door and the entrance and an interesting use of glass brick for the illumination of the staircase. Living and dining areas face a garden in the rear (103, 104).

A more unusual treatment of a town house is found in the Milard Pryor house, built in 1938, in Grosse Pointe Park by famed Alden B. Dow of Midland. The design of this house suggests the charming plastic effects that may be achieved by an imaginative designer. The interior, with its two-storied living room and interesting spatial relationships, perfectly expresses the new freedom and informality of modern living. The darkness and sense of confinement of the traditional dwelling has disappeared (105, 106). The three houses mentioned above are all built of cinder blocks.

Two other well designed modern houses in Grosse Pointe are the Koebel house of 1939 by Robert Swanson and the Dr. Frank A. Weiser house by Edward Hewitt. The principal rooms of



FIG. 7. W. C. EMORY HOUSE, GROSSE POINTE,  
BY MAX COLTER, 1939.

both houses overlook the garden, and both have terraces that form a link between the house and garden (107 and 108). The Rosenau house of 1941 by Buford L. Pickens in Plymouth is an excellent example of a small house suited for more rural surroundings (109).

In 1942 two houses by Frank Lloyd Wright were completed outside of Detroit, the Gregor Affleck house in Bloomfield Hills (110, 111) and the Carl Wall house near Plymouth (112). It is significant that Detroit should at last be favored by these two masterpieces of organic design by the man who has been such an important factor in the development of modern architecture. It will be interesting to see what influence these works have on the local architecture.

So far examples of modern domestic architecture are few and far between in Detroit. Nowhere, except in the case of public housing, has modern design noticeably altered the general aspect of residential areas. A change can be hoped for when more private real estate interests are won over and when there is a greater development of cooperative and limited dividend projects.

Unions and settlement houses can be counted on for a greater sponsorship of modern architecture when they have become aware of the special economic advantages that result from prefabrication and structural innovations. Prefabricated and demountable houses are the only answers to the housing needs of a poorly housed nation, and it is only a matter of time before houses will be as available to the average purse as the automobile and the radio have been in the past (113).

Housing has received a new impetus in recent years by government sponsorship. The economies of large-scaled planning have been demonstrated, and many new techniques have been utilized. Housing on a large scale helps to rehabilitate the city and bring order and cohesion to the city pattern. Dwelling units are grouped along connecting interior roads away from thoroughfares. Ample landscaped areas between apartments provide an atmosphere of spaciousness and relaxation not available in the ordinary apartment house. Well located community buildings, playgrounds, and shopping centers form a natural center for neighborhood life.

Housing projects administrated by the Detroit Housing Commission and the Federal Housing Authority in and near Detroit have been designed by local architects. Outstanding in design and planning are: the Parkside Addition, 1941, by the Parkside Architectural Associates (C. William Palmer, Edward A. Schilling, Clair W. Ditchy, and Nelson B. Hubbard), the Charles Project (Figure 8) 1941, by the Michigan Housing Associates (Thomas H. Hewlett, Owen A. Luckenbach, and Augustus O'Dell), the John W. Smith Homes, 1942, by Lyndon and Smith, and the Kramer Homes, 1942, at Center Line by Eliel and Eero Saarinen (114, 115).

Especially noteworthy as an individual building is the handsome community building in the Kramer Homes (Figure 9), which combines adminis-

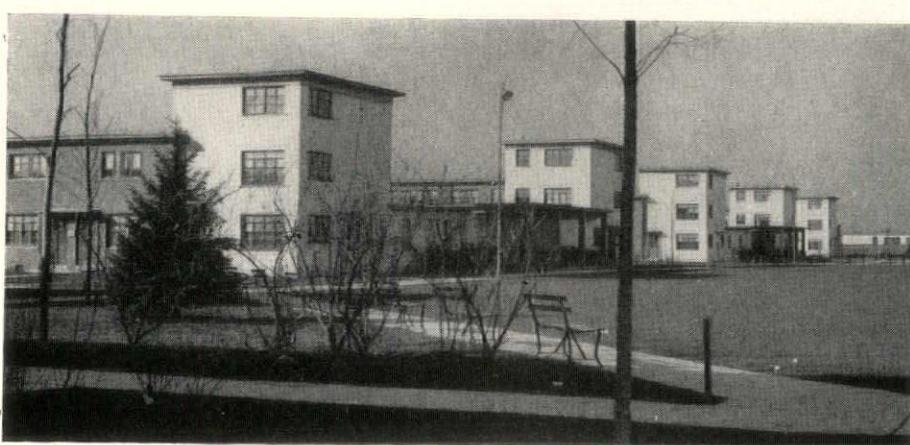


FIG. 8. CHARLES PROJECT, BY MICHIGAN HOUSING ASSOCIATES, (THOMAS H. HEWLETT, OWEN A. LUCKENBACH AND AUGUSTUS O'DELL), 1941.

O. W. BURKE COMPANY  
*General Contractors*  
1032 Fisher Building  
Detroit 2, Michigan

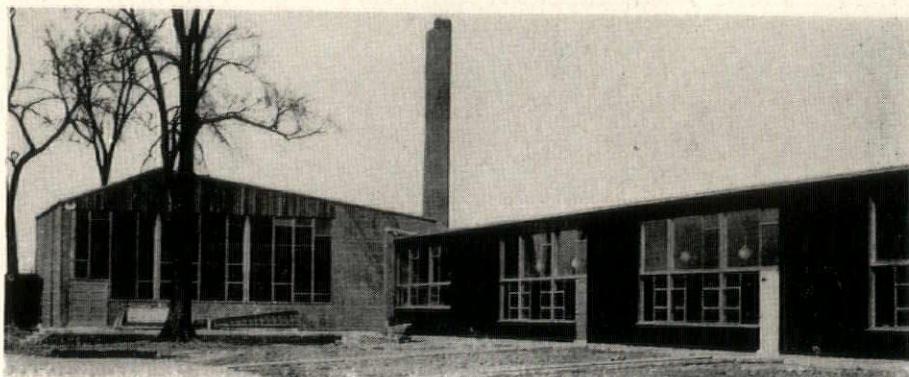


FIG. 9. COMMUNITY HOUSE, KRAMER HOMES, CENTER LINE,  
BY ELIEL AND EERO SAARINEN, 1942.

trative offices, auditorium and school. Large window areas and separate doors relate classrooms to the out-of-doors (116). Experts in the design of schools, Eliel and Eero Saarinen are also responsible for the Crow Island School of 1940 in Winnetka, Illinois. Another Detroit firm of architects that have received national recognition for their school building is the firm of Lyndon and Smith. In 1937 they built the High School in Northville, Michigan, and in 1940 the High School Gymnasium-Auditorium in Farmington, Michigan (117). In the above series of schools, an understanding of modern trends in education has resulted in new architectural forms as frank and compelling in their beauty as the new industrial architecture.

The younger generation of architects mentioned above have matriculated at schools of architecture. Pickens studied at the University of Illinois, Dow at Columbia, Hewlett and Luckenbach at the University of Pennsylvania under Paul Cret, Palmer at Harvard, Eero Saarinen at Yale, and Ditchy, Lyndon and Smith at Michigan. This would seem to speak well for the modern professional architectural education.

Detroit has for two decades been the home of the internationally known Finnish architect, Eliel Saarinen. In 1922 he received second prize in the Chicago Tribune competition. Soon he was invited to teach at the School of Architecture of the University of Michigan. At that time the son of George G. Booth, Detroit philanthropist, was studying at the School of Architecture. He arranged a meeting between Saarinen and his father. Mr. Booth had long been interested in stimulating arts and crafts and educating the younger generation to enjoy and create art. He found that Saarinen shared his views. It was not long before he had engaged Saarinen as the architect of the Cranbrook Foundation. This consists of the Cranbrook School for Boys (1927), the Kingswood School (1939) and the Cranbrook Academy of Art, over which Saarinen now presides. (118, 119).

Mr. Saarinen and his son, Eero, have been the architects for a series of out-

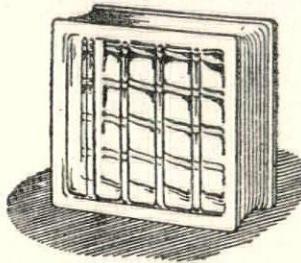
standing buildings of different types in surrounding mid-western centers. Each building they have done has represented a new approach to the particular domain of architecture that they have invaded. The variety and beauty of the new forms they have created bear witness to the vitality of their art.

The faculty residences of the Academy of Art offer an interesting suggestion for double house development. The Kleinhaus Music Hall in Buffalo (1940-41), the Crow Island School in Winnetka, Illinois, the Wermuth House in Fort Wayne, Indiana (1942), the Tabernacle Church of Christ in Columbus, Indiana (1942), and the Kramer Homes housing project in Center Line, Michigan (1942), rank at the top of the list of American architectural production. It is to be hoped that the Saarinen plans for a Smithsonian Art Gallery in Washington, D.C., may be realized after the war (120, 121, 122, 123, 124, 125, 126, 127, 128).

With such salutary trends of archi-

ture in and about Detroit, the future offers limitless possibilities when the present crisis has passed. Modern architecture is a true outgrowth of democratic freedom. In time it will reflect the increasing socialization characteristic of present-day democracy. In it is one of the greatest promises for the world of tomorrow. Tomorrow, too, will bring a greater consciousness of America's architectural past and the part it has played in the making of the present.

HAWKINS FERRY



## GLASS BLOCK for YOUR PLANT—Now!

Critical materials are not required to erect glass block panels in that new plant addition—or in replacing wornout sash in existing buildings. Get Insulux Glass Block — without delay.

**Cadillac Glass Co.**

VA. 1-7200

2570 HART AVENUE  
DETROIT

## FOR ASSURANCE OF TOP QUALITY...

Huron Masonry Cement meets  
current A.S.T.M. specification  
C-19 and Federal specification  
C-181 B, Type I and 2.



**HURON**

**PORTLAND  
CEMENT CO.**

General Offices

FORD BUILDING

DETROIT 26, MICH.

Michigan Plants Located at Muskegon, Alpena, Saginaw, Detroit, Wyandotte





## GRAND RAPIDS SASH & DOOR CO.

WHOLESALE

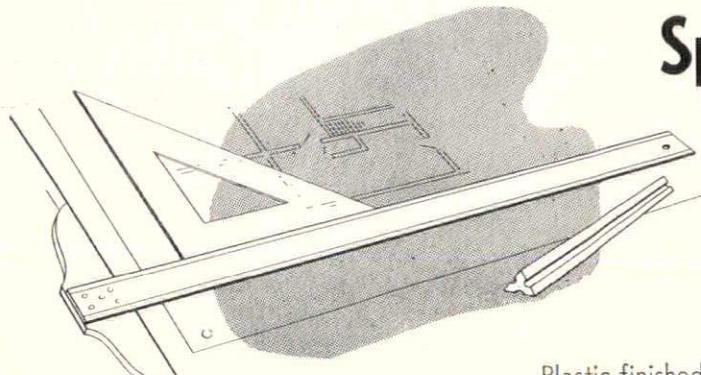
*Quality Millwork*

BRANCH WAREHOUSES: LANSING - KALAMAZOO - TRAVERSE CITY

*General Office*  
1453 BUCHANAN AVE. S. W.  
GRAND RAPIDS, MICHIGAN  
PHONE 33605

*Serving You Thru the Retail Lumber Dealers*

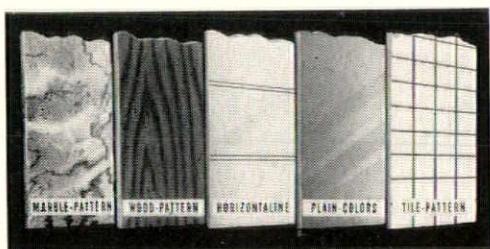
## Specify MARLITE for Walls and CEILINGS In All Types of Interiors



Plastic-finished Marlite is an "architect's material" . . . for all types of rooms, in all types of buildings. It permits, without creative restrictions, the range of interior design you want for a host of decorative effects, new and conventional.

Large-size, factory-finished panels come in a wide variety of colors, make installation easy, practical and economical for new construction and remodeling alike.

To convert, consistently, interior ideas into client satisfaction . . . specify Marlite.



Plain Colors • Horizontaline • Tile Pattern • Wood Pattern • Marble Pattern

**MARSH WALL PRODUCTS, INC.**

DEPT. 5071, DOVER, OHIO  
Plastic Finished Wall Panels  
For Creating Beautiful Interiors



# BUILDING IN THESE WALLS OF TIME

MODERN INVENTION AND INDUSTRIALIZATION ARE RESPONSIBLE FOR SIGNIFICANT CHANGES IN OUR POSTWAR ARCHITECTURE

By Wells I. Bennett, F.A.I.A.

Reprinted from Michigan Alumnus Quarterly Review

In the nineteenth century time was successively measured by the rider on horseback, the horse-drawn vehicle, and finally the steam engine. It was measured, too, by the labor a man might accomplish between sunrise and sunset. Over this period a substantial architecture rose on a vision of physical permanence and economic security. The colonnades of the Classic Revival, alternating with the lacy gables of the Gothic Revival, were in turn superseded by the pretensions of the Mansard roof, the Victorian fancies, and the heavy romanticism of H. H. Richardson. Against this background, a set piece like the formal stage of the Greek theater, the tremendous events of the first half of the twentieth century have been played. War, prosperity, depression, war, in swift succession have pointed to the more profound forces behind this march of affairs. Science has become superman; industrialization motivates our society. Commerce and agriculture are effective only through the machine.

The man in the street, preoccupied with current interests, scarcely notes the familiar patterns of the architecture about him. Its traditional forms are sedate and nostalgic, a setting for life—but not expressive of it. We sputter about housing, schools, and hospitals, but there is little thoughtful concern for the form and character of these needed facilities. The utility of the new buildings is welcomed, but when they appear in new forms there is frequently surprise and sometimes confusion. That new needs and new means would produce new forms and appearances had not been anticipated. The use of traditional architecture having become second nature, novel structures rouse comment and an awareness of architecture and its values.

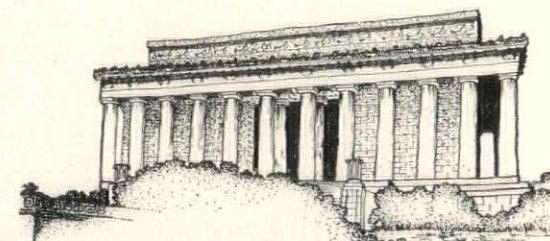
Consider three buildings—the Lincoln Memorial in Washington, the Empire State Building on Fifth Avenue in New York, and the De Soto Press Shop in Detroit. Ask any group of people for an opinion poll rating these

buildings as works of architecture. It is my guess that the Lincoln Memorial would take first place, with the Empire State Building a close second. The industrial plant would rate a poor third.

Our architecture is clearly discerned and readily accepted when it demonstrates one quality as a symbol—physical permanence. The Lincoln Memorial bespeaks permanence with all the emphasis that static form and well-set marble can present. The Empire State Building, though more lightly constructed, by its colossal bulk and soaring line announces against the sky the substance, vitality, and optimism of American enterprise. It is accepted as notable architecture though not quite the equal of the more sober and enduring Memorial. The press shop is likewise large, but since its framework is light, its walls mainly of glass, its surfaces otherwise of obviously light and practical materials, the critic is unimpressed. The disclaimer of any pretension beyond utility practically blots it from view. That the press shop actually states far more than utility, that it is the symbol of a profound economic and social force today, does not occur to the passer-by.

In our architecture the predominant motive has been security. Security was primarily the shelter reared against physical attack from man, animals, and the elements. Architecture came presently to provide us with symbols as well as substance: the self-respecting house for the family and the dignified church as public confession of faith; the town hall, in form not unlike the church, for community self-government; the reserved countinghouse for economic enterprise. Display is one aspect of security for it is proof of prosperity. The adornment of buildings with costly materials richly worked is a reassuring token of permanence. In American architecture the form, whether pseudo-classical, medieval, or Renaissance, has been an enrichment of the basic theme—proof of substance.

When buildings were solidly formed of brick, stone, and wood that met the eye, when their accommodations and amenities expressed and embellished the society of the time, our architecture was understood. It was then good architecture and is still good as a symbol of its time. In fact, it is quite natural that after the past hundred-year procession of eclecticism, the earlier styles



LINCOLN MEMORIAL\*

Henry Bacon, Architect

continue to dominate architectural evaluation.

Since the turn of the century, invention and industrialization have increasingly affected our culture. Gradually but persistently, city and country have become mechanized. Manufacturing, transportation, even changed agricultural practices, have shrunk the dimensions of our world while enlarging the horizons of our lives. Confronted with the conditions of 1949, it is not enough to respond with a reference to architecture as stone and brick permanence or to continue the search for a style.

In the confused scene of physical expansion and cultural eclecticism, it was inevitable that as early as the 1890's romanticism and impulse for change in architecture should produce successively a Louis Sullivan and a Frank Lloyd Wright. Dynamic and original, these men frankly questioned the old forms. They were pioneers venturing beautiful and novel forms here at home and inspiring them abroad.

Equally inevitable was the appearance in the 1920's of the subjective constructivists, such as Le Corbusier in France and Walter Gropius in Germany. In Europe the half-awareness of scientific advances and of technology suggested to designers another strain of new forms. Where Wright produced brilliant and intricate ties with nature, Le Corbusier and Gropius preferred more uncompromisingly geometrical forms. All this group was in revolt against tradition; theirs was a fresh reaction to a world which had already moved from the stable culture of the nineteenth century to one of change and uncertainty.

In the novel architecture it is interesting to note that, in spite of the spirit of revolt, basic attitudes remain largely intact. Continuity of the family home, the physical symbols of religion, the stability of business, continue to be the ideals. Permanence has become less stodgy, but it still spells security. Planned spaces are more flexible, and there is an added subtlety in display. Concern for aesthetic is less and less

Now Dean of the College of Architecture and Design, Wells I. Bennett has been a member of the University staff since 1912. He was born at Red Creek, New York, in 1888, and received his bachelor's degree from Syracuse University in 1911. After serving for six years as an instructor at Michigan, he became a designer in the construction division of the U. S. Army, in a civilian capacity, and was later engaged in warehouse construction in the Army's supply depots at Charleston and New Orleans. In 1919 he was made Assistant Professor of Descriptive Geometry and Drawing and was advanced through various ranks to the chairmanship of the Executive Committee of the College of Architecture in 1936, becoming Dean in 1938. Dean Bennett is a member of many professional organizations, including the Michigan State Registration Board for Architects, Professional Engineers, and Surveyors, of which he was president in 1945; the Association of Collegiate Schools of Architecture, of which he is a past president; the Detroit Chapter of The American Institute of Architects, of which he was president two years ago. He has served as a director of the Michigan Housing Association, and the Michigan Society of Architects. Dean Bennett has written many articles on architecture and housing. An article by him entitled "That Postwar House" appeared in the Summer, 1944, Quarterly Review.

\*The illustrations for this article were made by Herbert W. Johs, Assistant Professor of Architecture and Academic Counselor in the College of Architecture and Design.

## Constant Research

### TO BRING YOU THE BEST—FIRST

The extensive research and product development program of Pittsburgh Plate Glass Company has five major objectives:

- ....To discover and develop new products
- ....To improve upon the quality and usefulness of the many building products we already manufacture.
- ....To develop better ways of installing or applying our products so they will perform better service.
- ....To improve upon present manufacturing methods and machinery.
- ...And to cooperate in experimental and unusual product applications.

The efforts of the Company in all five of these branches of research have frequently been crowned with signal success during the past seven decades.

As a result, the name "Pittsburgh" is synonymous with the very latest trends in the building field. Today, as always, "Pittsburgh" stands ready to serve you with the very best products modern research and manufacturing can create.



DETROIT

6045 Hamilton Ave.

SAGINAW

103 Fitzhugh St.

GRAND RAPIDS

500 Grandville Ave., S.W.

LORAIN 7-3100  
7-2363

## HAFKE BROTHERS

Plumbing and Heating Contractors

Established 1900

3305 GRATIOT AVE.

DETROIT 7, MICH.

## THE MASTER BUILDERS COMPANY

Producers of

- POZZOLITH—for better, more economical concrete
- MASTERPLATE—Industry's toughest floor; plain, 10 colors
- EMBECO—for non-shrink grouting and waterproofing
- "O.M."—(Omicron Mortarproofing) Prevents leaky brickwork

Information on request

E. H. FENKER

•

F. W. HENNING

600 Michigan Bldg., Detroit 26, Mich.

Phone — WO. 1-1246

SCOTT L. HAMMANN

Mason, Mich.

833 So. Barnes

Phone — 2-8411

## WESTERN WATERPROOFING COMPANY

Waterproofing Engineers & Contractors

9960 FREELAND, DETROIT 27

IRONITE—For Below Grade Waterproofing

RESTO-CRETE—For Above Grade Weatherproofing

32ND YEAR OF CONTINUOUS SERVICE

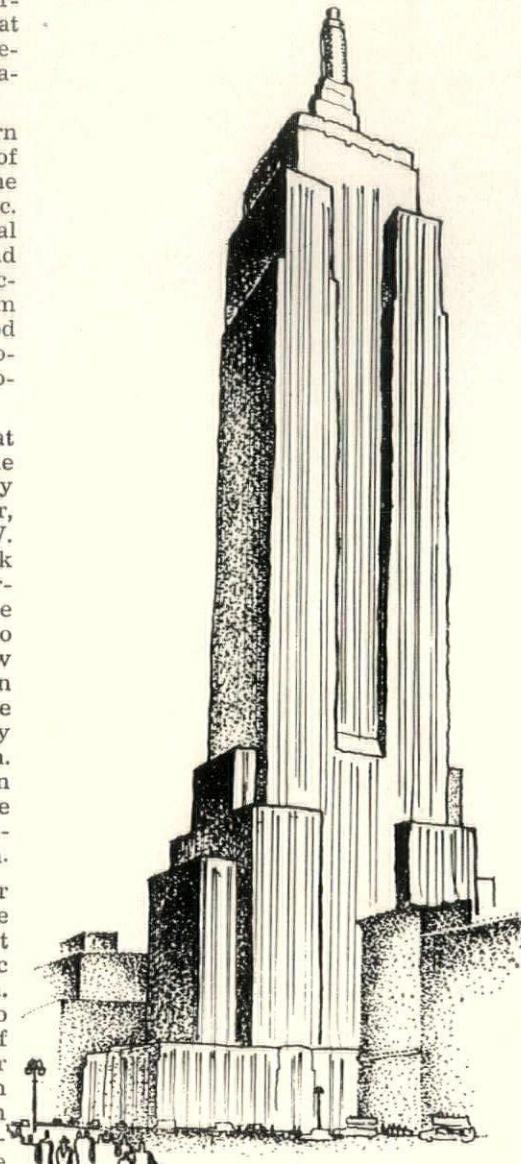
expressed by the incrustation of surfaces. It is more self-conscious and at its best appears as a sophisticated reserve, an expressive but unadorned facade.

Now after four decades this "modern architecture" joins the procession of styles. The very titles *der Stijl* and the "international style" reveal the eclectic. As a net gain from the international style there has emerged a basic trend toward simplicity. The element of decoration has been largely deleted from the architect's vocabulary. Some good housing has been done; the pseudo-Renaissance palaces have become obsolete.

Since the recent war it appears that the impulse of the international style has run its course. In late years only refinements according to Le Corbusier, Gropius, or the gentler mode of W. W. Wurster have appeared. Modern work continues to offer simplicity and a certain cleanliness. But the first surprise at these characteristics has ceased to administer a salutary shock. The new simplicity has proved disappointing in not lowering costs, and whether there is a real desire for an end of display through architecture seems uncertain. Those who seek economy in modern building find little relief, since there is as yet no real integration of the potentials of industrialization and design.

From the twentieth century thus far one contemporary type of architecture emerges—that of the industrial plant housing the dominating characteristic of contemporary life, mass production. The wonder of industry appealed to the architects of the earlier years of the century. Eric Mendelsohn and Peter Behrens dramatized the machine in Europe, as did Frank Lloyd Wright in the Larkin Soap and Johnson Wax industries in the United States, but these ventures remained romantic and impressionistic. American industrialization took the long step forward when, early in the century, the assembly line and large-scale mass production appeared in the automobile industry in Detroit. Its integration of process and distribution of the product admitted no limitations. Its corollary of continuous improvement and rapid obsolescence of both product and process shattered traditions of permanence. In the housing of industry a new phase of architecture came of age. The **process** took command, and the architect of an industrial plant began his studies with the flow pattern of production. For a wholly contemporary activity there logically appeared a contemporary architecture.

With the Second World War there was time to take stock. Normal activities in building came to a stop, but tremendous special building projects were planned and accomplished. The demand for housing of war industries conquered problems of time and materials, and accelerated advances in technology were made. As applications



EMPIRE STATE BUILDING  
Shreve, Lamb, and Harmon, Architects

of science to destruction came into appalling evidence, mechanization took full command. In the circumstances, preoccupation with tradition in building and easy assumptions as to the basis of design faded away. In the current period of readjustment we are endeavoring to assess the values of architecture today.

Industrial and commercial structures offer the most lively fields for postwar building activities. They are timely, that is, for an immediate need. That their character is ephemeral is not a disadvantage; as has been said, it was accepted as a principle for industrial plants before the war. Today's architecture of the shop and the restaurant, like a stage dramatization, is not even contemplated as more than an up-to-date setting for a passing dynamic function.

Let us look again at the fundamental

modes of architecture that shelter domestic life, business, and government. The need for housing is urgent; banking and commerce continue their somber or lively way; the services of government, whether for better or worse, carry on and even expand. To what extent is the old check list—permanence, spaciousness, and the uplift of aesthetic effect—still valid?

We have come the descending path from the Georgian mansion to the Cape Cod cottage clinging to the notion of the permanence of the family home and its continuity through generations. But what actual permanence and continuity does the American family have? In how many instances does the family remain, even through one generation, behind the threshold over which the bridegroom carried his bride? In few cases indeed does the house pass on to the next generation of the family. Apartment-house life makes a travesty of the house-as-castle concept. The single dwelling is not yet obsolete, but its status is no longer impregnable. Permanence can still mean stability of structure for a given purpose. But the purpose is no longer the massiveness of physical durability that extends beyond its generation to cumber the ground in long and dismal obsolescence.

It is quite normal that the American citizen should think of government buildings as permanent, for on them our national security appears to rest. As a matter of fact, real security depends not on the static permanence of our institutions but on their inherent vitality, their continuing growth and development. We might agree that Congress, continuing its traditional framework of operation, has been and continues to be appropriately domiciled "on the Hill". But the great piles of official masonry housing tremendous activities ranging from war to agriculture express a stodgy Victorian complacency inappropriate to a live democracy in a time of rapid change. This "firmness" along Pennsylvania Avenue, about the several state capitals, and in municipal structures across the land is only an expensive false front for real and constructive activity.

Spaciousness is indeed today's desire to be valued above static firmness. The great Georgian hall, the suites of Versailles, provided ample space for display, for pomp and circumstance. How strange these settings are to us who seek—and lack—modest accommodation for family living. The livelihood of domestic service that made the great house possible has disappeared in the advance of industrialization. Today we seek an environment conditioned for the good life which technology should open to us.

Beauty has in the past connoted those sensuous and spiritual satisfactions arising from the view and use of a work of architecture. This quality has been elusive and hardly suscepti-

FLORIDA?

SUN LAMP!

NO...

Even on the darkest, dreariest days, you can bask in "sunshine". Just snap a switch and let ultraviolet rays give you that "just-back-from-Florida" look. Vitamin D is an extra bonus. The sun lamp fits any ordinary AC lamp socket and can be used in any room of the house. Give the entire family a mid-winter lift . . . get the new electric sun lamp today!

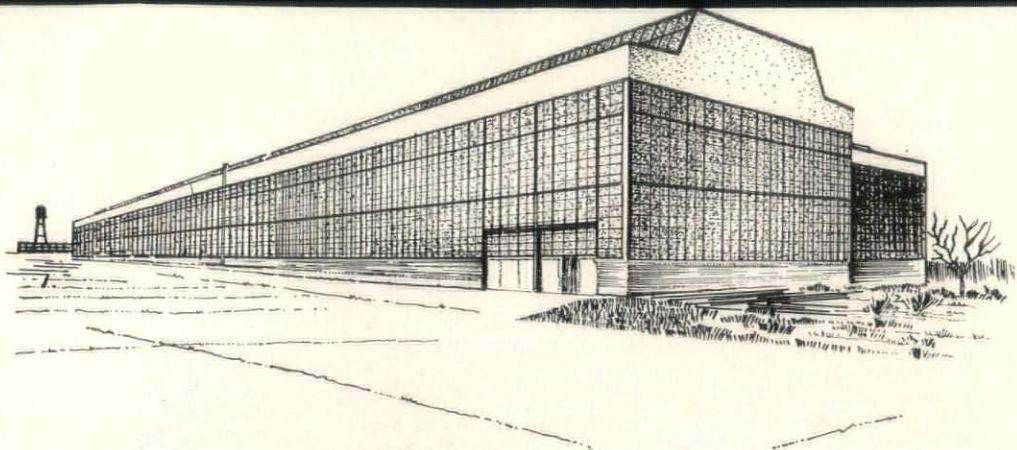
At Department Stores,  
your Neighborhood  
Appliance Shop...or any

**DETROIT**  
**EDISON** office

ble of precise definition. There is often resort to esoteric vagueness and sometimes a retreat to personal taste. A cathedral or a national capitol presumably awakens individual and group response to the spiritual dignity and nobility of the institutions housed. Religious conviction and civic pride are, respectively, enhanced. From the time of the Renaissance, unity, symmetry, rhythm, and other classic principles have held force in formulas for beauty, and we automatically react with them. But in a dynamic architecture they fail us as static notions of mass and security fail us. The cult of aesthetics as a transcendent mystery vouchsafed to the elect is hardly adequate. The quality of beauty in architecture needs continuing study and clarification.

While beauty, whatever its formal definition, is a requisite of good architecture, it is only one, though perhaps the crowning, quality. Architecture exists for a purpose. The purpose is functional including aesthetic. The complete functioning of a house, large or small, through its varied uses, through the experience to which its occupants and visitors are subjected, will, entirely beyond physical comfort, include beauty—"grace or fitness exciting intellectual or moral pleasure". Frank Lloyd Wright has contributed a new quality to the aesthetic experience of architecture. The interopening of spaces of garden and dwelling provides an experience of nature and vitality in living unattained by the conventional structure however elaborate its surrounding terraces. Here is an added quality, an organic enrichment, a flowering of the function of the dwelling in a grace or fitness exciting keen intellectual or moral pleasure.

Given this lingering aftermath of tradition and the waning impetus of the new romanticism, we face design



DE SOTO PRESS SHOP

Albert Kahn, Architect

for our own time. This is where we are. We may further summarize our situation by a view of our needs in design, a review of our means of meeting them, and a statement of objectives.

Probably our basic need from architecture continues to be security. But our wants transcend those of protection from weather and physical attack. We need protection from frustration rather than a retreat from reality; a place for physical and mental rejuvenation but not a Shangri-La. The possession of a job and a place to live is imperative, but the location of the job may shift and the dwelling need not be physically owned in order to be suitable for family life. Even if owned, it should be flexible rather than massive and pretentious. Family fortunes and needs are subject to change, and security in one's home consists not in inert structure but in flexibility. With prosperity one can improve one's architectural environment; with adversity one is protected against excessive commitments.

A second need in architecture is an increased amenity. Buildings today are not claimed as architecture unless they furnish us with comfort and an uplifting of the spirit beyond the mere

structural provision of shelter. For such qualities the architect is responsible, and here improvement is in many instances already apparent. Amenity is expressed in the neighborhood spirit, simplicity, and spaciousness evidenced in a Norris, Tennessee, or the freshness, cordiality, and dignity of a Washington Statler Hotel.

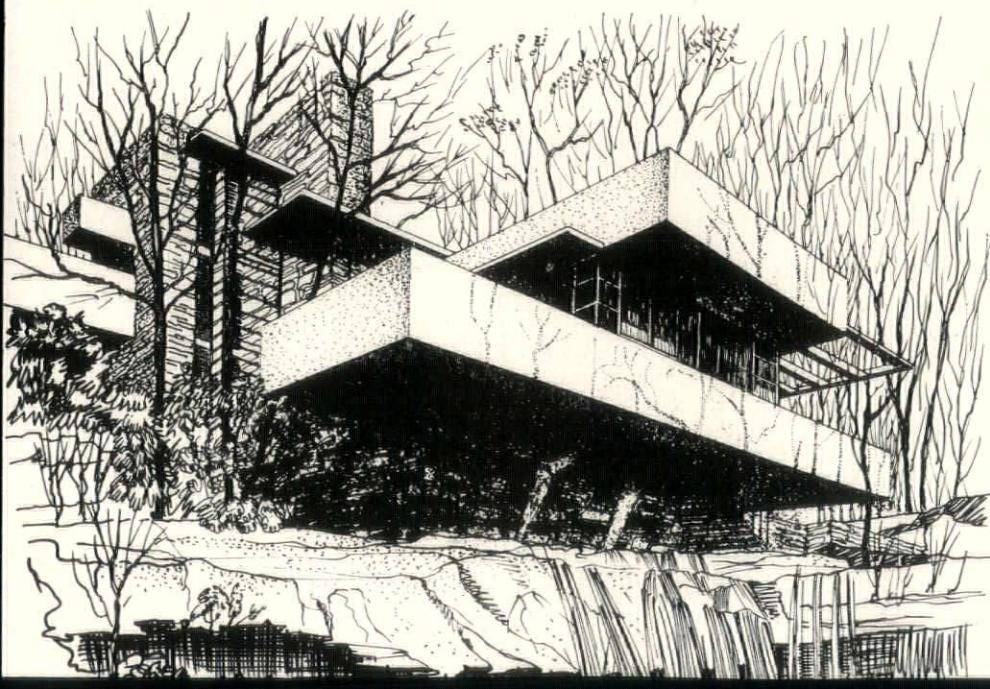
If the forms and aesthetic charms of modern architecture become luxury items, it will remain out of the current of the times. Economic ways and means will be imperative in resolving the needs that press upon us. Obviously, our immediate means lie in the resources of industrialization. Curiously, and certainly unconsciously, the building industry has for more than one hundred years been unaware of these resources, has not admitted them as tools of planning and production. The impersonal forces of mechanization have, in turn, paid little heed to the design of products of the machine, and in large measure these products have been but superficially analyzed and formed. The limitations of the machine and the needs of the product are still but imperfectly integrated.

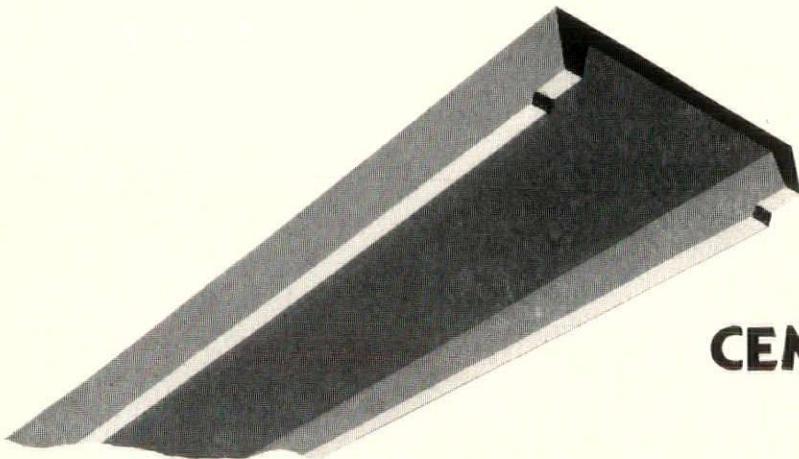
The phrase of the industrialist, more for less, is appropriate indeed to the needs of architecture. The painful and costly processes of building have been observed by the layman and by many who are directly involved in the industry itself. The crowd of "sidewalk superintendents" viewing with fascination the early events of a large job whose roots are deep in the ground, soon gives place to a procession of irritated people who daily resent the obstruction to traffic during the months or years of the building process. The blocking of sidewalks and streets in order to carry on production, which in other industries takes place in factories or isolated yards, illustrates very clearly the lag in the building industry. A kind of technological immodesty appears in this untidy, inefficient scene, an affront to community functioning.

Contemporary architecture must depend directly, and with full cooperation, on the technological resources of our time. This is not to submit to technocracy, domination of design and its products by mechanistic control. It is rather to employ the wide facilities of technology as the masons of Chartres

"FALLING WATER"

Frank Lloyd Wright, Architect





TIRED OF ROOF DECK  
MAINTENANCE PROBLEMS?

SPECIFY . . .  
**TRUSCON**  
**CEMENT ROOF TILE**  
**FOR FREEDOM**  
**FROM ROT, RUST, FIRE AND DETERIORATION**

**MAY WE ESTIMATE YOUR NEEDS?**

CEMENT TILE DIVISION

**TRUSCON LABORATORIES**

DETROIT 11, MICHIGAN

DIVISION OF DEVOE & RAYNOLDS CO., INC.

*Protect Against*  
**FIRE - WEATHER - WEAR**  
**with Johns-Manville Building Materials**

- Asbestos Roofing Shingles
- Insulating Boards
- Asphalt Tile Flooring
- Asbestos Siding Shingles
- Asbestos Flexboard
- Terraflex Asbestos Tile
- Asphalt Shingles
- Built-Up Roofing
- Acoustical Materials
- Rock Wool Home Insulation
- Asbestos Corrugated Transite
- Transite Movable Walls

"Standard of Quality for 85 Years"



**Johns-Manville**

832 FISHER BUILDING  
DETROIT 2, MICHIGAN

314 BUILDING & LOAN BUILDING  
GRAND RAPIDS 2, MICHIGAN

Cathedral used stone—as a means. To do less is to admit one's inadequacy as a designer.

Another means ready to the hand of the designer is that of the social forces awaiting expression in architecture. The dynamic pressures in society today compel our attention. Housing is a persistent problem and is increasingly

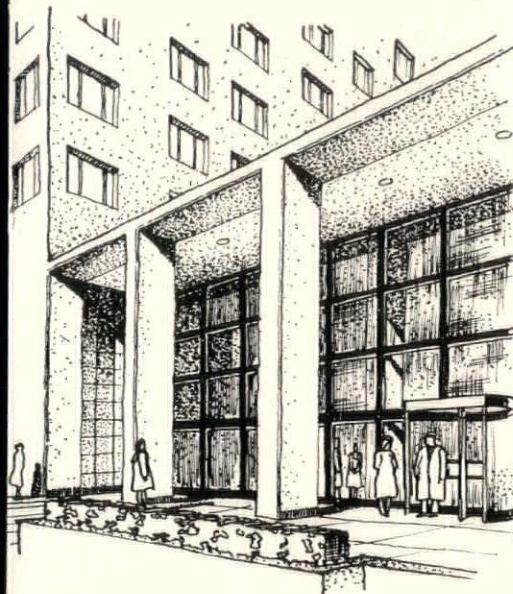
proving to be chronic. The housing problem is a complex challenge to the designer—ominous if not resolved. The force behind the demand cannot be denied.

Beyond the immediacy of the housing problem, and related to it, is the planning of the community of today. Population is now mobile; the needs of living, work, and recreation space are inconsistent toward mobility and social equality. Here permanence has less and less meaning. Commodity and amenity have new importance.

Architecture, like other cultural expressions, is borne along on the current of events. Some may resist the pull and attempt to anchor in a backwater, when as contemporary social entities they should strike out, using the main current, making their way. Of course, there must be an objective. Cultural expression and social betterment, though long sought, are still worthy goals. The integration of architecture with life today should presently suggest and direct the nature of our structures, their amenity and aesthetic.

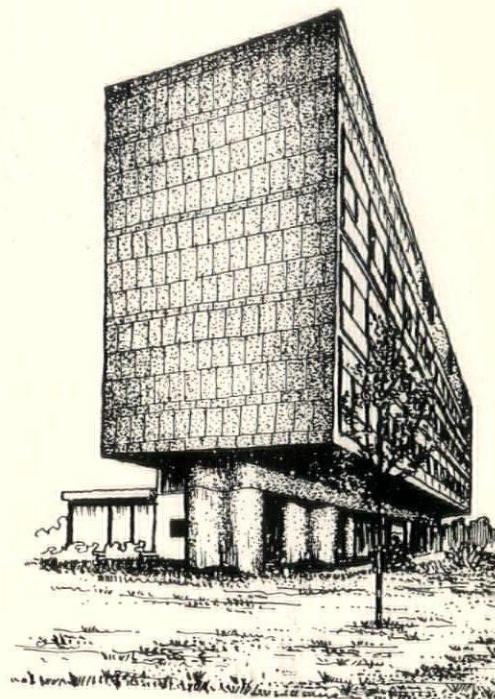
As the steersman, the designer must see architecture not as a fair though dim tradition but as an essential element in the society of which he is a part. The field of design was never so challenging nor so promising as today. To meet modern needs with appropriate responses is to create a contem-

porary architecture of utility, amenity, beauty. We who use architecture—all of us—would be building in these walls of time.



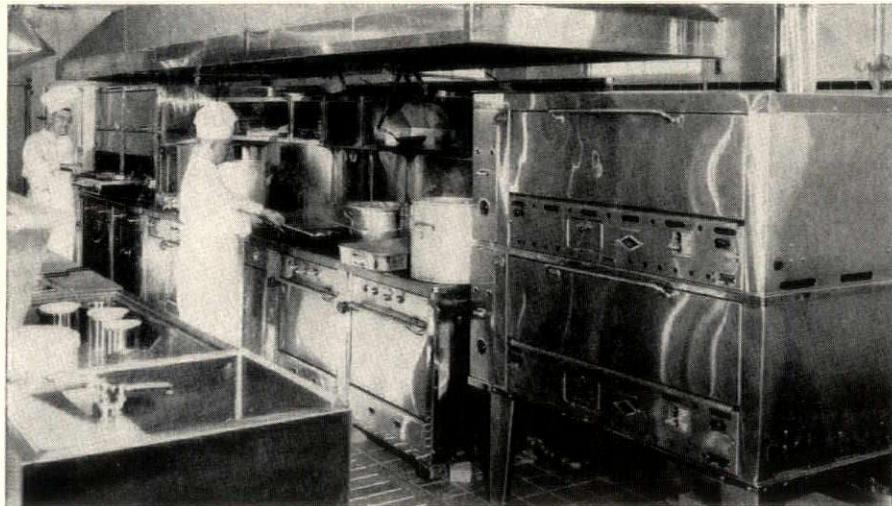
STATLER HOTEL, WASHINGTON, D.C.

Holabird and Root, Architects



SWISS PAVILION, PARIS

Le Corbusier, Architect



## Modern Gas-Fired Kitchen Equipment

The Four Dukes Supper Club, Wyoming and Jas. Couzens Hwy., has found the answer to wholesome, economical food preparation in this modern stainless steel kitchen equipped with three ranges, two fryers, two hotel broilers, griddle, roasting and baking oven and steam table—all Gas-fired. To provide plenty of dependable, piping hot water for all purposes, this club uses an automatic Burkay Gas Volume water heater with storage tank.



The Burkay commercial Gas hot water heater, designed for high-capacity, two-temperature use.

MICHIGAN CONSOLIDATED GAS COMPANY

415 Clifford • Detroit

# TURNER ENGINEERING COMPANY

*35th Year  
Dependable*

TEmple 1-0470  
464 Brainard Street  
DETROIT 1, MICHIGAN

*Electrical  
Construction*

# SCALE MODELS TELL THE STORY BEFORE THE CONSTRUCTION STARTS

From the Bulletin of the Washington Building Congress



U. S. COURTHOUSE FOR THE DISTRICT OF COLUMBIA; JUSTEMENT, ELAM & VARBY, ARCHITECTS. MODEL BUILT IN THE OFFICE OF THE ARCHITECTS.



LOUIS JUSTEMENT, F.A.I.A., WITH SCALE MODEL OF HOSPITAL

Attending the fascinating display of scale models of store fronts held by Pittsburgh Plate Glass Company at the Statler Hotel a few weeks ago brought home again the advantages of seeing in advance how a plan will look when it is completed.

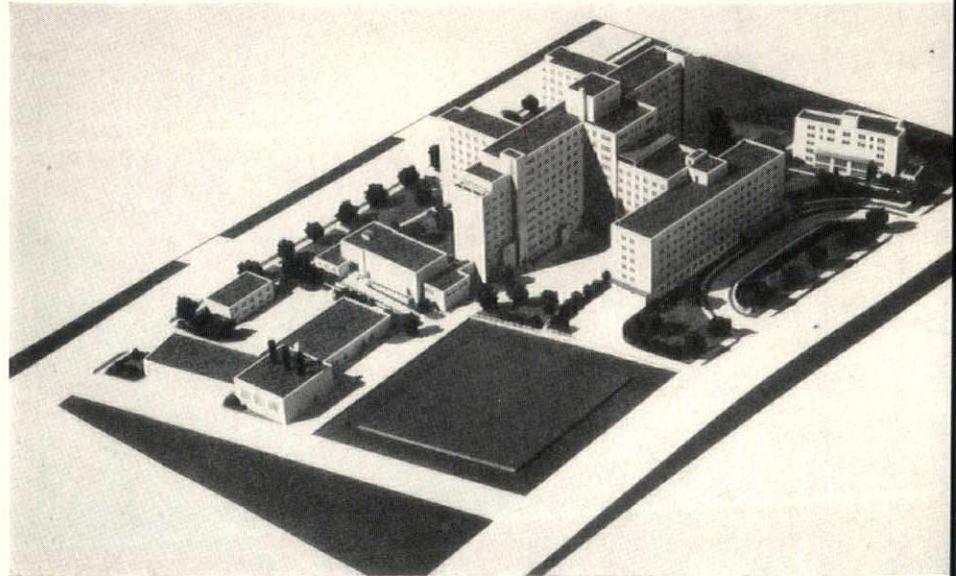
We decided that there must be a lot of other models which would be of interest to construction people and this led to our discovery of two young men who have turned a hobby into a business.

Robert F. Geoghegan and Thomas J. Haynes worked at the Special Devices Model Shop in the Navy's Bureau of Aeronautics during the war. Both thoroughly enjoyed that type of work and after the war they decided to go into business together under the name "Rogay Industrial & Commercial Models".

They use plexiglass, wood, cardboard, and dozens of other materials for their models, using many ingenious lathes, handsaws, drill presses, etc., which they made from such instruments as dentists drills.

Their scale model of a proposed Veterans Hospital in New Orleans designed by the local architectural

*BELOW: Veterans' Memorial Hospital Planned for New Orleans, La.; Kingsbury & Stenhouse, Architects. Model made by Rogay Industrial and Commercial Models.*



# BRYANT & DETWILER CO.

## GENERAL CONTRACTORS

*Members*



*Skill, Integrity and Responsibility*

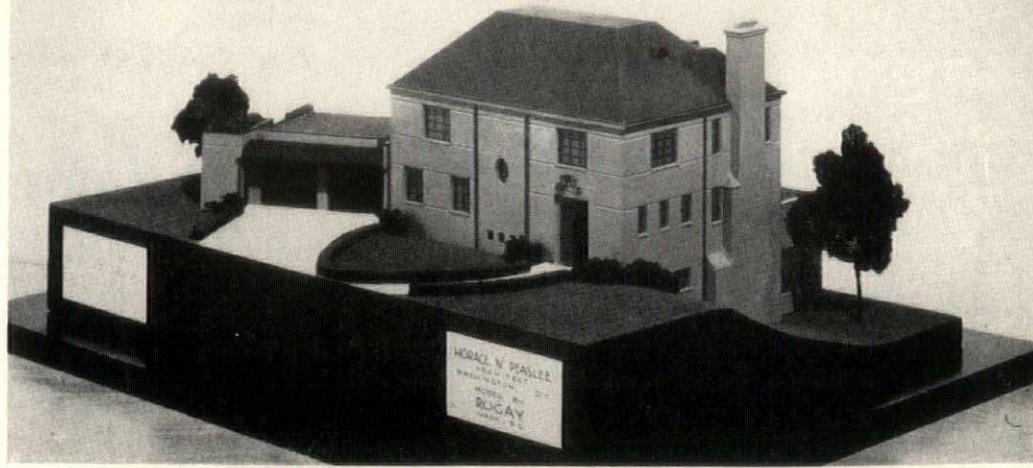
2304 PENOBSQUIT BUILDING  
DETROIT 26, MICH.

firm of Faulkner, Kingsbury and Stenhouse, won first prize in a recent Federal Architects' exhibit at the National Museum. Bids are now being taken for this building.

They have also done models of several local residences. The attractive home of Joel Broyhill in Country Club View, Arlington, which was designed by Horace W. Peaslee, is one of these.

When a client is unable to visualize how certain architectural details will look, a model often saves considerable money in changes after construction has begun. As a case in point, Mr. Geoghegan referred to the 17th Street facade of the National Geographic Society's proposed building where the Society preferred brick and the architects recommended lime stone. The model was finally made up showing one half of brick and the other of stone. The stone version was selected.

Mr. Slocum Kingsbury, in commenting on this same model, said that the architects as well as the



THE HOME OF JOEL BROYHILL; HORACE W. PEASLEE, F.A.I.A., ARCHITECT.  
MODEL MADE BY ROGAY INDUSTRIAL AND COMMERCIAL MODELS.

clients benefited since they saw an opportunity to improve the design and changed the window reveals to make them deeper after seeing the model.

Some architectural offices build their own models. Two beautiful models built in the office of our president, Louis Justement, of the firm of Justement, Elam and Darby are shown. One is of their design for the Veterans Administration

Hospital which will be built on the Nevius tract in Arlington, which is shown on the front cover, and the other is the Constitution Avenue facade of the U. S. Courthouse for the District of Columbia, which was designed for the Public Buildings Administration to be erected at 4th and Constitution Avenue in the near future. Mr. Justement says that he and several of his men worked on these models.



DISTRIBUTORS OF QUALITY EQUIPMENT

Fans - Unit Heaters - Air Washers - Pumps - Ash Handling Systems - Flow Meters - Combustion Controls - Boiler Feed Regulators - Hot Water Heaters - Feed Water Heaters - Air Compressors - Steel Heating Boilers - Vacuum Heating Pumps - Heating Zone Controls - Valves - Heating Specialties - Insulation Products - Air Filters - Steam Traps - Air Compressors - Taylor Instruments - Meters for all Liquids - Stokers (under-feed and spreader types).

## The Coon-DeVisser Co.

2051 W. Lafayette

Detroit 16, Mich.

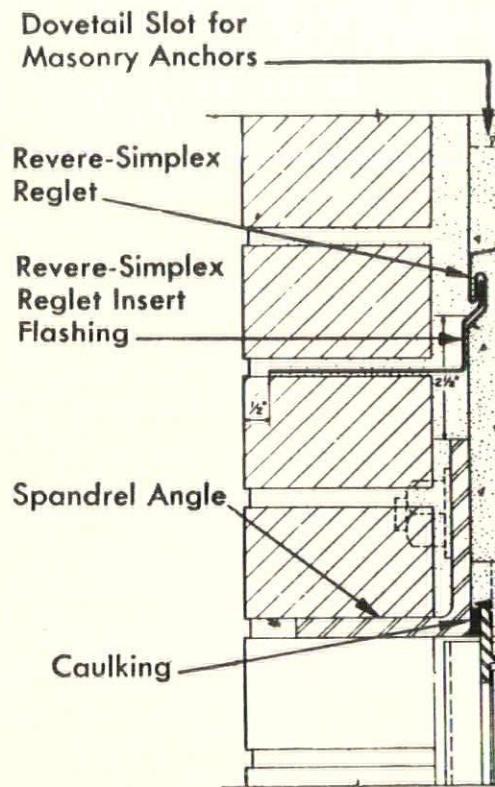
TAshmoo 5-6000

## MAURICE V. ROGERS COMPANY

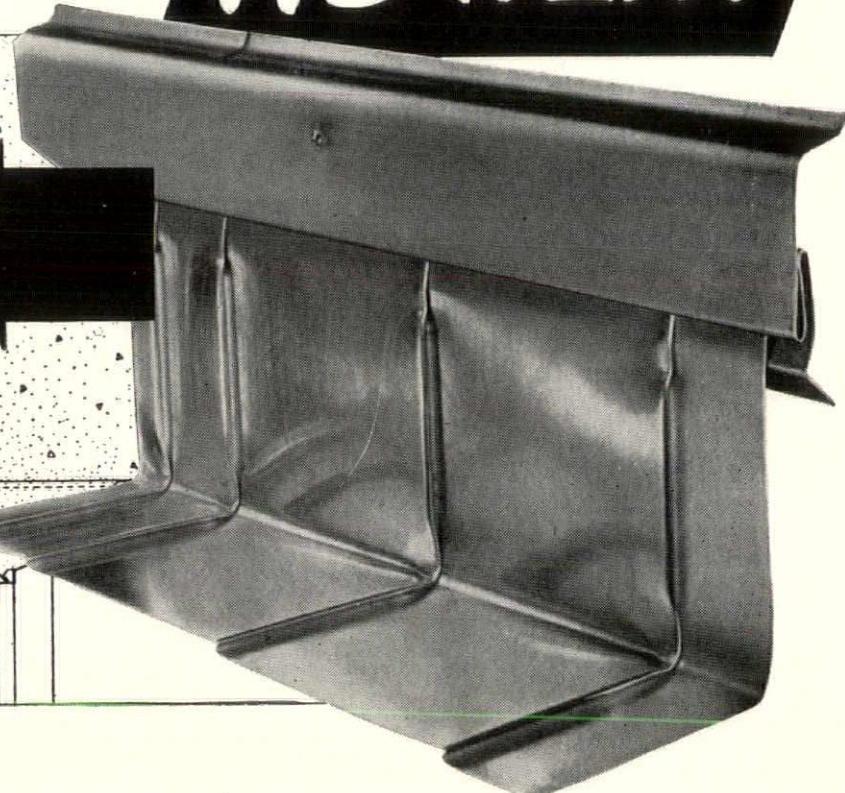
### General Contractors

Carpentry Work  
Commercial Building  
Custom Residential

839 Collingwood Ave.  
DETROIT 2, MICHIGAN  
TO. 8-6681 — TO. 8-6540



# IT'S NEW!



## REVERE-SIMPLEX REGLET SYSTEM For Waterproofing Spandrel Beams

- The Revere-Simplex Reglet System is an economical and efficient method of flashing spandrel beams and column faces with enduring copper. This system offers the following advantages:

*Affords greater moisture protection for the building.*

*Eliminates the necessity of flashing the entire face of each spandrel beam. In that way, it not only avoids interference with wall ties, stone anchors, angle bolts, etc., but also insures substantial economies through a large saving in flashing material.*

*Diverts all seepage to the exterior wall face, and prevents rusting of the steel work.*

*Is based upon the use of the Revere-Simplex Reglet, which is a simple, practical, easily installed receiving device for securing metal flashings in concrete. This patented reglet provides a permanent watertight connection between concrete and copper flashing, for all concrete surfaces.*

The Revere-Simplex Reglet not only overcomes installation difficulties experienced with ordinary "open slot" metal reglets, but provides a substantial saving in cost as well. This is due to its many exclusive features, all of which cut down installation time and insure a superior flashing installation.

Write today for your copy of the new 6-page folder which describes the Revere-Simplex Reglet System. This folder includes short form specifications for the Revere-Simplex Reglet System and detail drawings showing where and how copper waterproofing should be used below the roof line.

Revere products now available through Revere Distributors include: Sheet and Roll Copper for roofing, gutters, flashing, etc.; Lead-Coated Copper; Revere-Keystone Thru-Wall Flashing; Revere-Simplex Reglet and Reglet Insert Flashing; Revere-Keystone Vertical Ribbed Siding. A Revere Technical Advisor will always be glad to consult with you without obligation.

**REVERE**  
**COPPER AND BRASS INCORPORATED**

*Founded by Paul Revere in 1801*

**MICHIGAN DIVISION**

5851 W. Jefferson Ave.

Detroit 9, Michigan

*Mills: Baltimore, Md.; Chicago, Ill.; Detroit, Mich.; Los Angeles and Riverside, Calif.; New Bedford, Mass.; Rome, N. Y.*

*Sales Offices in Principal Cities, Distributors Everywhere.*

**Copper Makes Common Sense**

# ROSTER

## MICHIGAN SOCIETY OF ARCHITECTS

Membership in the Michigan Society of Architects is composed of Corporate Members of The American Institute of Architects through the three Michigan Chapters—Detroit, 385; Saginaw Valley, 21; Western Michigan, 84; Non-Resident, 18, making a total of 508.

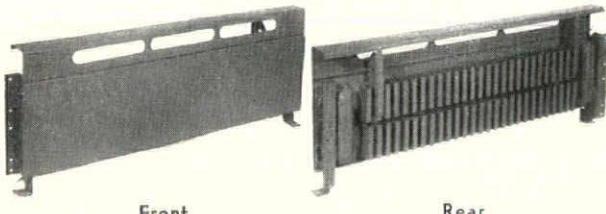
<b>ABRAHAM, SAMUEL F.</b>	165 California, Highland Park 3	<b>BLUME, LOUIS J.</b>	345 New Center Bldg., Detroit 2
<b>ABRAMS, HENRY J.</b>	16128 Fairfield, Detroit 21	<b>BOARDMAN, CHARLES E.</b>	2025 Lennon, Grosse Pointe 30
<b>ACKLEY, CLARK R.</b>	1811 E. Michigan, Lansing 12	<b>BOWLING, JESSE L.</b>	c/o Chas. T. Bowling, 4428 Travis, Dallas, Texas
<b>AGREE, ALLAN G.</b>	19364 Lauder, Detroit 19	<b>BRAGG, STANLEY</b>	391 W. Maplehurst, Ferndale 20
<b>AGREE, CHARLES N.</b>	1140 Book Bldg., Detroit 26	<b>BRANDT, CHRISTIAN W.</b>	1418 Woodward, Royal Oak
<b>AITKEN, ROBERT JAMES</b>	1993 W. Liberty, Ann Arbor	<b>BRANDT, PERC</b>	Dempsey Bldg., Manitowoc, Wisc.
<b>AKITT, W. ROY</b>	Detroit Athletic Club, 241 Madison, Detroit 26	<b>BREZNER, PHILIP</b>	1314 Michigan Bldg., Detroit 26
<b>ALBANO, JOSEPH F.</b>	1030 E. Huron, Ann Arbor	<b>BRIGHAM, GEORGE B.</b>	517 Oxford Rd., Ann Arbor
<b>ALBERT, AUGUSTUS J.</b>	1029 Drake Rd., Kalamazoo	<b>BROECKER, ERWIN L.</b>	1438 Majestic Bldg., Detroit 26
<b>ALLEN, ROGER</b>	1126 Grand Rapids Nat'l. Bank Bldg., Grand Rapids 2	<b>BROWN, H. SANBORN</b>	83 Meadow Lane, Grosse Pointe 30
<b>ALLEN, SAMUEL C.</b>	603 Bearinger Bldg., Saginaw	<b>BROWN, PAUL B.</b>	1622 N. Pleasant, Royal Oak
<b>ALTMIKS, HENRY F.</b>	345 New Center Bldg., Detroit 2	<b>BRYANT, DANIEL C.</b>	79 W. Monroe, Chicago, Ill.
<b>ANDERSON, DONALD C.</b>	4909 Palmer, Dearborn	<b>BRYSELBOUT, PAUL A.</b>	1003 Washington, Bay City
<b>ANDERSON, LESTER F.</b>	9 Leighton Pl., Silver Springs, Md.	<b>BULTHUIS, ALFRED K.</b>	Box 671, Kalamazoo 99
<b>ANDERSON, WERNER B.</b>	11700 Coyle, Detroit 27	<b>BURGESS, JOHN H.</b>	205-6 Eagan-Cleary Bldg., Battle Creek
<b>ANICKA, WALTER T.</b>	617 S. Forest, Ann Arbor	<b>BURNS, J. K.</b>	Room 908, 72 Wall St., New York 5, N. Y.
<b>ARMOR, WILLIAM R.</b>	Route No. 1, Box 264A, San Rafael, Calif.	<b>BURROWES, MARCUS R.</b>	415 Brainard St., Detroit 1
<b>ARNTZEN, GOTTHARD</b>	820 S. 16th, Escanaba	<b>CALDER, RALPH R.</b>	1212 Kales Bldg., Detroit 26
<b>ASKEW, LYALL H.</b>	20431 Danbury, Detroit 3	<b>CALDER, ROBERT F.</b>	18100 Greenlawn, Detroit 21
<b>ATTWOOD, CHARLES W.</b>	4334 Monroe, Wayne	<b>CALDWELL, LAWRENCE E.</b>	13606 Stoepel, Detroit 4
<b>BACHMANN, GEORGE G.</b>	213 Dryden Bldg., Flint 3	<b>CAMPAU, A. B.</b>	734 Michigan Trust Bldg., Grand Rapids 2
<b>BAGLEY, ALFRED J.</b>	116 Tennyson, Highland Park 3	<b>CAMPBELL, CARLTON P.</b>	2903 Biddle, Wyandotte
<b>BAILEY, EDWARD D.</b>	9975 Pinehurst, Detroit 4	<b>CARSON, FRANK S.</b>	309 Virginia, Ann Arbor
<b>BAKER, JOHN P.</b>	115-A State Office Bldg., Lansing 13	<b>CARVER, WILLIAM W.</b>	410 W. Saginaw, Lansing 15
<b>BARCUS, FRANK A.</b>	c/o City Plan Commission, 1214 Griswold, Detroit 26	<b>CHANEL, ADELBERT B.</b>	9 Merwood Dr., Battle Creek
<b>BARNES, C. F. J.</b>	3774 Gladstone, Detroit 6	<b>CHESNOW, LOUIS</b>	509 W. Willis, Detroit 1
<b>BASSO, VICTOR J.</b>	18326 Woodward, Detroit 3	<b>CHITTENDEN, ALPHENS</b>	1st & Broadmoor Sts., Colorado Springs, Colo.
<b>BATES, CHARLES E.</b>	20220 Maxine, St. Clair Shores	<b>CHRISTENSON, TRACE, JR.</b>	915 Cherry, Niles
<b>BAUER, LEO M.</b>	534 Free Press Bldg., Detroit 26	<b>CLAPP, JOHN E.</b>	4966 Ivanhoe, Detroit 4
<b>BAUER, RALPH L.</b>	Suite No. 1, 134 E. Front St., Traverse City	<b>CLARK, ERROLL R.</b>	5511 Argyle, Dearborn
<b>BEACH, GLENN M.</b>	414 Court St., Saginaw	<b>CLELAND, EUGENE T.</b>	Waterford
<b>BEAM, HAROLD A.</b>	14200 Woodmont Rd., Detroit 27	<b>COLE, LYLE S.</b>	7376 Grand River, Detroit 4
<b>BECKBISSINGER, FREDERICK</b>	304 Carroll, Saginaw	<b>COLVIN, F. HUSTON</b>	2010 Longshore Dr., Ann Arbor
<b>BECKETT, HAROLD C.</b>	52 Chatham St., W., Windsor, Ontario, Canada	<b>CONFER, EARL L.</b>	14000 Strathmoor, Detroit 27
<b>BELCO, MOSSIE</b>	10901 Ozga Rd., Romulus	<b>COOMBE, W. GLASSON</b>	412 Calvin Theatre Bldg., Dearborn
<b>BELL, D. CARLTON</b>	9785 E. Outer Dr., Detroit 5	<b>CORNWELL, FREDERICK G.</b>	328 W. 11th St., Traverse City
<b>BENJAMIN, (COL.) ADRIAN T.</b>	710 Watson Bldg., Grand Rapids 2	<b>COUGHLAN, NORMAN H.</b>	3402 Bewick, Detroit 14
<b>BENJAMIN, GLENN H.</b>	2730 Fairfield, Kalamazoo 32	<b>COUSINS, J. LESTER</b>	409 Griswold, Detroit 26
<b>BENNETT, L. R.</b>	15624 Michigan, Dearborn	<b>COWIN, JULIAN R.</b>	153 E. Elizabeth, Detroit 1
<b>BENNETT, M. FRED</b>	22606 Tireman, Detroit 23	<b>COX, CYRIL F.</b>	11-135 General Motors Bldg., Detroit 2
<b>BENNETT, WELLS I.</b>	500 Highland Rd., Ann Arbor	<b>COX, FRANK E.</b>	1944 Monterey, Detroit 6
<b>BERGEY, FRANK A.</b>	5550 Bedford, Detroit 24	<b>CRANE, C. HOWARD</b>	7 Buckingham Gate, London, S.W. 1, England
<b>BERNARDI, WALTER A.</b>	932 Burlingame, Detroit 2	<b>CREASER, WILLIAM H.</b>	1601 Washington Blvd. Bldg., Detroit 26
<b>BERY, GEORGE J.</b>	24050 Roanoke Rd., Ferndale 20	<b>CRONIN, JOHN T.</b>	345 New Center Bldg., Detroit 2
<b>BINDA, GUIDO A.</b>	510 Post Bldg., Battle Creek	<b>CROSS, JOHN K.</b>	c/o Harley, Ellington & Day, Inc.
<b>BINGMAN, ROBERT E.</b>	18600 Wisconsin, Detroit 21	<b>CROWE, CHARLES A.</b>	153 E. Elizabeth, Detroit 1
<b>BISSELL, EDWARD E.</b>	1184 Edgewood, Birmingham	<b>CURRY, HARVEY C.</b>	715 Michigan Trust Bldg., Grand Rapids 2
<b>BLACK, KENNETH C.</b>	706 Capitol Savings & Loan Bldg., Lansing 68		1008 Third, Jackson
<b>BLACK, LEE</b>	706 Capitol Savings & Loan Bldg., Lansing 68		
<b>BLAIR, JOHN O.</b>	17006 Maumee, Grosse Pointe 30		
<b>BLAKESLEE, L. ROBERT</b>	18218 Stoepel, Detroit 21		
<b>BLOOD, MARION F.</b>	Lincoln Hotel, Youngstown, O.		

Architects and Owners Say:

## "THE WORLD'S FINEST HEATING!"

with

U. S. RADIANT BASEBOARDS



Front

Rear

Attractive, easily installed, space-saving — eliminates problem of furniture placement.

Ideal heating for any home, office or institution.

All rooms are kept at an even, comfortable temperature. For new or old buildings alike.

**UNITED STATES RADIATOR CORPORATION**

OVER 59 YEARS A GREAT NAME IN HEATING

DETROIT BRANCH — R. K. MILWARD, Manager

127 N. Campbell Avenue      VInewood 1-2203

## Specify All Purpose: "CHEM"-BRICK

Manufactured by

**DETROIT BRICK & BLOCK CO.**

"Chem" Brick meets ASTM specifications for an SW brick. Priced so attractively that it makes an ideal all purpose building brick.

VA. 2-4880

Ft. of St. Jean

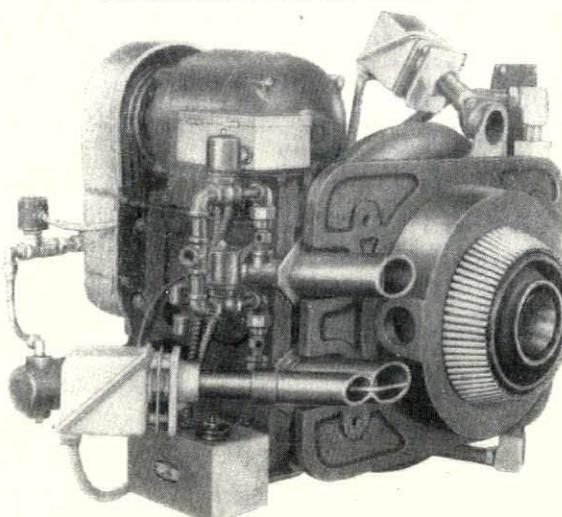
Detroit 14, Michigan

## "One Responsibility—Burners and Fuel Oil" "An Oil Burner for Every Purpose"

is proven by the following list of prominent users of Enterprise Rotary Heavy Oil Burners capable of burning heaviest fuel oils.

Bosch Brewery Co.	Houghton
Caro State Hospital	Wahamega
Central Specialties, Inc.	Ypsilanti
Church of Resurrection	Lansing
Composite Forgings, Inc.	Detroit
Detroit Creamery Co.	Flint
Detroit Packing Co.	Detroit
Detroit Public Schools	Detroit
Gelatin Products Co.	Detroit
Goebel Brewing Co.	Muskegon
Greene Cleaners & Dyers	Ann Arbor
Harper Theatre	Detroit
Jennings Hospital	Detroit
Marvel Schebler Carburetor Co.	Flint
Our Lady of Mercy High School	Detroit
Presentation Parochial School	Detroit
River Terrace Apartments	Detroit
St. David's Church	Detroit
Stroh Brewery Co.	Detroit
Teer-Wickwire Co.	Jackson
U.S. Naval Air Base	Grosse Ile

COMBINATION GAS-OIL BURNERS



ALL SIZES AVAILABLE

ESTABLISHED 1928

# ENTERPRISE HEAT & POWER COMPANY

Distributors of Michigan Fuel Oils, Industrial and Domestic Oil Burning Equipment

9127 Conant Avenue

TRinity 3-1100

Detroit 12, Michigan

DANIELS, WERNER A.	501 Lakeside Dr., S. E., Grand Rapids 6	GIRARD, ALEXANDER H.	379 Fisher Rd., Grosse Pointe 30
DAVIS, STANLEY J.	2150 Elmdale St., Dearborn	GJELSTEE, HARRY W.	230 Sheridan Rd., Menominee
DAY, CLARENCE E.	153 E. Elizabeth, Detroit 1	GODDEYNE, JOSEPH C.	417 Bay City Bank Bldg., Bay City
DEAN, FRANK E.	Haven Hills, Albion	GOLDSMITH, DONALD H.	100 Oakman Blvd., Highland Park 3
DENYES, HARRY M.	c/o Swanson Associates, Bloomfield Hills	GOTHOLD, DAVID J.	1000 Van Dyke, Detroit 14
DERRICK, ROBERT O.	515 Hammond Bldg., Detroit 26	GOULD, NATHANIEL O.	State Savings Bank Bldg., Clinton
DES ROSIERS, ARTHUR	15850 James Couzens Hy., Detroit 21	GRAF, HERMAN R.	1025 S. Milwaukee, Jackson
DeVOS, PETER	722 W. Cedar, Kalamazoo 45	GREENBERG, ERNEST	15498 Livernois, Detroit 21
DeVRIES, BERNARD J.	613 Hackley Union Nat'l. Bank Bldg., Muskegon	GRIFFIN, FRANCIS E.	126 John R, Detroit 26
DIEHL, GEORGE F.	120 Madison, Detroit 26	GRIFFITH, ORRIN K.	15 Ferrin Pl., Mt. Clemens
DIEHL, GERALD G.	120 Madison, Detroit 26	GUENTHER, WERNER	628 W. Brentwood, Detroit 3
DISE, J. IVAN	2631 Woodward, Detroit 1	GUSTAFSON, ROBERT G.	15½ E. Front, Monroe
DITCHY, CLAIR W.	5 W. Larned, Detroit 26	GUY, EDGAR	282 Newport, Detroit 15
DITTMER, RALPH T.	732 W. Rankin, Flint 4	HAAS, GEORGE J.	244 N. W. 71st, Miami, Fla.
DOLE, WALTER M.	1676 W. Saratoga, Ferndale 20	HABERMAS, CARL R.	415 Brainard, Detroit 1
DONKEROVET, CORNELIUS	14364 Faust, Detroit 23	HAMMETT, RALPH W.	1425 Pontiac Rd., Ann Arbor
DOW, ALDEN B.	315 Post St., Midland	HAMMOND, MAURICE E.	1217 Griswold, Detroit 26
DRAINIE, JOHN G.	345 New Center Bldg., Detroit 2	HANNAN, CHARLES D.	36668 Howard Rd., Farmington
DRITTLER, FRANK J.	1633 N. Greenbrier, Arlington, Va.	HANNIKEN, G. J.	7338 Woodward, Detroit 2
DUFFIELD, EDWARD R.	R.F.D. 4, Dowagiac	HANSEN, CHARLES H.	Box 401, Whitehall
DUNBAR, REED M.	Reisig Bldg., Monroe	HARLEY, ALVIN E.	153 E. Elizabeth, Detroit 1
DWORSKI, JOSEPH F.	4661 Chatsworth, Detroit 24	HARLEY, FREDERICK M.	153 E. Elizabeth, Detroit 1
EASH, ORUS O.	134 E. Front St., Traverse City	HARRIS, CLARK E.	913 Moores River Dr., Lansing 10
EASTMAN, RAYE C.	233 Crest, Ann Arbor	HARTMAN, HORACE W.	81 Louise, Highland Park 3
EDWARDS, LOUIS A.	4047 Ida, Detroit 9	HARTWICK, BRUCE M.	2519 N. Grand River, Lansing 6
EHLERT, HAROLD H.	Box 474, Franklin	HASTINGS, ROBERT F.	1723 Edgewood Blvd., Berkley
EMMERLING, ALFRED C.	17580 Hartwell, Detroit 21	HAUGHEY, HARVEY J.	17868 Berg Rd., Detroit 19
FAIRBROTHER, FREDERIC A.	345 New Center Bldg., Detroit 2	HAUGHEY, PHILLIP C.	510 Post Bldg., Battle Creek
FAULHABER, FRANCIS A.	128 E. Maumee, Adrian	HAVEMAN, JAMES K.	900 Adams, S.E., Grand Rapids 7
FERNALD, WILLIAM M.	3044 Blaine, Detroit 6	HAWES, GEORGE S.	807 Smith Bldg., Flint 3
FERNBACH, RICHARD B.	c/o City Plan Commission, City Hall, Highland Park 3	HEBRARD, JEAN	9 Quai de Bourbon, Paris 4, France
FIELD, HARFORD	153 E. Front St., Traverse City	HEENAN, LEO J.	15 Carlton, Pontiac
FINN, ROBERT	502 Francis Palms Bldg., Detroit 1	HELLMUTH, GEORGE F.	1110 International Bldg., St. Louis 1, Mo.
FINSTER, CHESTER G.	974 Bradley, Flint	HERMAN, ALOYS FRANK	804 Transportation Bldg., Detroit 26
FISHER, HAROLD H.	1605 Industrial Bank Bldg., Detroit 26	HERRICK, FRED J.	810 Maple, Albion
FLANAGAN, PAUL E.	1059 Lakeside Dr., East Grand Rapids	HERRICK, RALPH B.	1005 Bauch Bldg., Lansing 8
FLEISCHAKER, STANLEY	2771 W. Eight Mile Rd., Detroit 3	HERTEL, BENJAMIN W.	38 Pearl St., Grand Rapids 2
FORTNEY, RALPH B.	18982 Coyle, Detroit 19	HEWLETT, THOMAS H.	2300 Dime Bldg., Detroit 26
FOWLER, HOMER A.	Room 600, 1217 Griswold, Detroit 26	HILBERG, JOHN T.	7584 Forestlawn, Detroit 5
FRANTZ, ROBERT B.	118 N. Washington, Saginaw	HILLIER, J. DALE	c/o H. F. Stanton, 1243 Free Press Bldg., Detroit 26
FRASER, WILLARD E.	315 Post St., Midland	HINE, FREDICK K.	81220 Woodward, Detroit 3
FREIER, HENRY M.	300 Murphy Bldg., Detroit 26	HOFFMASTER, HARVEY R.	10540 Hart Ave., Royal Oak
FRENCH, JOSEPH N.	14280 Robson, Detroit 27	HOGAN, MERLE WM.	18901 Grand River, Detroit 23
FROST, WALLACE	277 N. Bates, Birmingham	HOLMES, WARREN S.	2300 Olds Tower, Lansing 8
FRY, LYNN W.	1206 Orkney Dr., Ann Arbor	HOOKER, ARTHUR M.	2499 Scenic Dr., Rte. No. 2, Muskegon
FUGER, FREDERICK W.	510 Madison Theatre Bldg., Detroit 26	HORNBROOK, THOMAS W.	90 Amherst, Pleasant Ridge
FUNKE, PHILIP J.	3831 W. Eight Mile Rd., Detroit 21	HORNER, CHARLES	88 Louise, Highland Park 3
FURLONG, HAROLD B.	16605 Linwood, Detroit 21	HOSMAN, LEO J.	800 Marquette Bldg., Detroit 26
FUSCO, J. ALDEN	Park-Lido Hotel, Indian Creek Patio Office, Miami Beach, Fla.	HOUGEN, DONN	Wood Block, Wisconsin Rapids, Wisc.
GABLER, CORNELIUS L. T.	924 Hammond Bldg., Detroit 26	HOWE, HUBERT	2451 Monterey, Detroit 6
GARSTECKI, WALTER F.	671 W. Kirby, Detroit 2	HUBERT, DERRICK, JR.	4733 White Oak, Encino, Calif.
GEHRKE, HANS	751 Griswold, Detroit 26	HUESMANN, LOUIS B.	8903 Quincy, Detroit 4
GERGANOFF, RALPH S.	206 N. Washington, Ypsilanti	HUGHES, JAMES BENNETT	187 S. Woodward, Birmingham
GIBERSON, EDGAR D.	24912 Newton Pl., Dearborn	HUGHES, TALMAGE C.	120 Madison, Detroit 26
GILDERSLEEVE, FORREST A.	1927 S. West, Jackson	HUNTER, DON W.	c/o Standard Accident Ins. Co., Detroit 1
		HYDE, ARTHUR K.	1000 Marquette Bldg., Detroit 26

*Therefore, when we build, let us think that we build forever—and let us think as we lay stone upon stone that a time will come when men will say, as they look upon the labor and wrought substance of them, "See, this our fathers did for us."*—John Ruskin

**GEO. W. AUCH COMPANY**  
ESTABLISHED 1908  
GENERAL CONTRACTORS  
DETROIT, MICHIGAN

**INSULATION ENGINEERING CO.**

Wholesale Distributors of Thermal Insulation

REYNOLDS METALS CO.  
"METALLATION"  
Aluminum Insulation

•  
INSULATION INDUSTRIES, INC.  
"TRIPLE-I-PRODUCTS"  
Cotton Blankets

•  
REFLECTAL CORPORATION  
"ALFOL"  
Aluminum Blankets

•  
VAPOR BARRIERS

NOTE NEW ADDRESS AND TELEPHONE:

1021 EAST 10 MILE ROAD  
(NEW HAMPSHIRE ST.)

ROYAL OAK, MICHIGAN  
LINCOLN 4-2950

GEORGE N. BRIGHT, Mgr.  
TECHNICAL INQUIRIES WELCOMED

*Our 30th Year*

**WESTINGHOUSE  
AIR CONDITIONING**

**Industrial Heating  
PROCESS REFRIGERATION**

Designed  
and  
Installed



**Mechanical Heat & Cold Inc.**

12320 HAMILTON AVE., DETROIT 3

PHONE TO, 8-9600

**BELDEN FACE BRICK**

SINCE 1885

**STARK GLAZED TILE**

- ACID BRICK
- FIRE BRICK
- FLOOR BRICK
- QUARRY TILE
- GLASS BLOCK VENTILATORS

**P. C. GLASS BLOCK**

**THE BELDEN-STARK BRICK CO.**

ILGENFRITZ, HAROLD D.	719 Hammond Bldg., Detroit 26	LORENZ, WILLARD B.	15386 Turner, Detroit 21
INGALL, MORTON H.	1000 Van Dyke, Detroit 14	LOWERY, LESLIE M.	923 University Pl., Grosse Pointe 30
IRONSIDE, IAN C.	1218 W. Barnes, Lansing 15	LOWNEY, ROBERT J.	2417 N. Main, Royal Oak
JACQUES, GILBERT J. P.	17673 Manderson Rd., Detroit 3	LUCKENBACH, OWEN A.	2300 Dime Bldg., Detroit 26
JAHR, THURSTON R.	21904 Michigan, Dearborn	LUNDBLAD, CLAUS D.	4070 W. Fort, Detroit 9
JENSEN, CARL R.	17166 Wildemere, Detroit 21	LUNDY, WILLMER H.	12265 Wilshire Dr., Detroit 5
JEPSON, RAYMOND G.	20202 Picadilly, Detroit 21	McCARTY, WILLIAM H.	331 Carlton, S.E., Grand Rapids 3
JERNEGAN, PAUL F.	223 E. Lincolnway, Mishawaka, Ind.	McCONKEY, GEORGE M.	2541 Washtenaw, Ann Arbor
JONES, A. CHARLES	434 W. Second, Flint 4	McDONALD, ALBERT C.	409 Griswold, Detroit 26
KALLMES, JOHN J.	2410 Book Bldg., Detroit 26	McGREW, CHARLES B.	16215 Warwick, Detroit 19
KAMPER, LOUIS	2150 Iroquois, Detroit 14	McKINNON, PATRICK	2631 Whitewood, Pittsfield Village, Ann Arbor
KANN, NORMAN K.	17156 Wildemere, Detroit 21	McMILLEN, MALCOLM B.	1512 Woodcliffe Dr., S.E., East Grand Rapids
KAPP, WILLIAM E.	1842 Buhl Bldg., Detroit 26	MacGREGOR, ALEXANDER	23919 Michigan, Dearborn
KASURIN, JOHN	1501 Cadillac Square Bldg., Detroit 26	MacKENZIE, JOHN	227 Capitol Theatre Bldg., Flint 3
KASURIN, PAUL	303 State Savings Bank Bldg., Ann Arbor	MAGNUSON, E. HARRY	201 Montgomery Bldg., Muskegon
KAVIEFF, OTTO H.	302 Transportation Bldg., Detroit 26	MAJOR, MILTON C.	910 Clinton, Kalamazoo
KELLOGG, DIXON B.	112 Madison, Detroit 26	MANSON, ELMER J.	410 W. Saginaw, Lansing 15
KEOUGH, HENRY J.	4060 Taylor, Detroit 4	MARR, CARL B.	415 Brainard, Detroit 1
KETCHUM, MORRIS, JR.	227 E. 44th, New York 17, N. Y.	MARSHALL, WALTER V.	R.F.D. No. 1, 221 Barton Shores, Ann Arbor
KETELHUT, PAUL J.	1000 Packard, Ann Arbor	MARTZ, LAWRENCE S.	R.F.D. No. 3, Box 255, Pontiac 3
KEYES, HUGH T.	309 Wabek Bldg., Birmingham	MARVIN, ALDEN S.	339 Penobscot Bldg., Detroit 26
KIEFER, HAROLD M.	14430 Archdale, Detroit 27	MASSON, GEORGE Y.	52 Chatham, W., Windsor, Ontario, Canada
KIEHLER, ELMER G.	c/o C. Howard Crane & Associates, 112 Madison, Detroit 26	MATHEWS, RAYMOND	3408 Belmont Blvd., Nashville, Tenn.
KIMBALL, DONALD A.	2345 Delaware Blvd., Saginaw	MATTERN, ROBERT A.	2025 Sunnyside, Lansing 10
KIMBALL, EDGAR R.	112 Portland, Belleville, Ill.	MATYCH, L. JACK	3017 Dickman, Battle Creek
KING, CHRISTOPHER J.	Rte. No. 2, Vermontville	MAUL, WALTER	1222 Michigan Bldg., Detroit 26
KING, SOL	2804 Oakman Blvd., Detroit 4	MAY, ROBERT O.	526 Algonquin, Detroit 14
KINGSCOTT, LOUIS C.	P. O. Box 671, Kalamazoo 99	MEAD, HARRY L.	341 Michigan Trust Bldg., Grand Rapids 2
KINGSLEY, GEORGE S.	Douglas	MERRITT, GERALD M.	7376 Grand River, Detroit 4
KISSINGER, STEWART S.	22040 Watsonia, Dearborn	MESSING, ARTHUR H.	1712 E. Outer Dr., Detroit 12
KLEI, LOUIS W.	3231 W. Davison, Detroit 6	MESTER, FRANK J.	524 Turner Ave., N.W., Grand Rapids 4
KLEIN, HERMAN J.	929 E. Wellington, Flint 3	MEYER, EARL G.	324 Touraine Rd., Grosse Pointe 30
KLOSKE, WALTER E.	16708 Archdale, Detroit 27	MICHEL, KENNETH A.	341 Touraine Rd., Grosse Pointe 30
KNAPP, ELIUD JOHN	23440 Republic, Ferndale 20	MILLAR, HUGH T.	14827 E. Jefferson, Detroit 15
KNECHT, FREDERICK W.	Rockford	MILLER, NOBLE W.	136½ S. Main, Kendallville, Ind.
KNOX, ROBERT V.	415 Ridgeway, St. Joseph	MILLOTT, HENRY C.	814 W. Washington, Sandusky, Ohio
KNOX, WILLIAM D.	193 Riviera, Pontiac 18	MILLS, BYRON E.	4282 Seebaldt, Detroit 4
KNUTH, RALPH W.	227 Capitol Theatre Bldg., Flint 3	MITSCHKE, ALFRED	153 E. Elizabeth, Detroit 1
KOHNER, ALEX	19111 Asbury Park, Detroit 19	MITTON, EUGENE W.	14103 Forrer, Detroit 27
KOLM, ALWIN S.	22 W. 25th, Holland	MONTANA, FRANK	153 E. Elizabeth, Detroit 1
KRECKE, NORMAN	527 Lakewood, Detroit 15	MORISON, ANDREW R.	713 Fox Bldg., Detroit 1
KRESSBACH, CARL C. F.	408 Wildwood, Jackson	MORISON, JAMES B.	1943 Ewald Circle, Detroit 6
KROSKE, PAUL C.	140 Seward, Detroit 2	MORRIS, HARRY A., JR.	7732 E. Jefferson, Detroit 14
KUNI, WILLIAM H.	19642 Shrewsbury, Detroit 21	MORTON, HAROLD	16250 Whitcomb Ave., Detroit 27
LACY, JOSEPH N.	P. O. Box 270, Bloomfield Hills	MOSS, THOMAS	203 Conner Bldg., Plymouth
LAITALA, WALTER M.	600 Hollister Bldg., Lansing 8	MOXNESS, T. J.	State of Calif., Dept. of Public Wks., Div. of Architecture, Sacramento 14, Calif.
LANGHENRICH, FRED W.	4541 W. Washington Blvd., Chicago 24, Ill.	MUNSON, ORLIE J.	409 Busch Bldg., Lansing 68
LANGIUS, ADRIAN N.	932 Westlawn, East Lansing	MURPHY, CHARLES F.	Railway Exchange Bldg., Chicago 4, Ill.
LARKIN, LESLIE G.	5538 Ivanhoe, Detroit 4	MURPHY, JOHN L.	Box 372, Bismarck, N. D.
LEFEBVRE, GREGORY G.	6408 N. Richards, Milwaukee 11, Wisc.	MUSCH, MAX A.	4533 Fisher Dr., Round Lake, Brighton
LEINWEBER, JOSEPH W.	696 Rivard Blvd., Grosse Pointe 30	MUTH, GUSTAV	345 New Center Bldg., Detroit 2
LENTZ, WALTER E.	1222 Michigan Bldg., Detroit 26	NAESS, SIGURD E.	Railway Exchange Bldg., Chicago 4, Ill.
LEONE, AMEDEO	800 Marquette Bldg., Detroit 26		
LEVEY, NORMAN J.	2306 Guardian Bldg., Detroit 26		
LEWIS, ISADORE M.	1006 David Broderick Tower, Detroit 26		
LOEBACH, FERDINAND A.	315 Cedar, Niles		
LORCH, EMIL	1023 Forest, Ann Arbor		
LOREE, DOUGLAS D.	120 N. 4th, Ann Arbor		



NELSEN, LAVERN J.	304 W. Buena Vista, Highland Park 3	ROYCRAFT, DUANE F.	1175 Penobscot Bldg., Detroit 26
NEWLANDER, M. M.	1201 Cherry, Kalamazoo 39	ROZYCKI, WALTER J.	2268 E. Forest, Detroit 7
NEWMAN, HARRY M.	2531 Regent, Apt. 2, Berkeley 4, Calif.	RUDINE, CARL J.	1126 Grand Rapids Nat'l. Bank Bldg., Grand Rapids 2
NOBLE, CHARLES	Municipal Court Bldg., Ann Arbor	RUIFKOK, HENRY W.	113 Moran Rd., Grosse Pointe 30
NORTON, CHARLES M.	545 Lafayette, S.E., Grand Rapids 3	RUSH, J. LEONARD	14300 Abington Rd., Detroit 27
NOTH, EDWIN F.	1304 Maccabees Bldg., Detroit 2	SAARINEN, EERO	W. Long Lake Rd., Bloomfield Hills
NUECHTERLEIN, W. F.	600 Hollister Bldg., Lansing 8	SAARINEN, ELIEL	W. Long Lake Rd., Bloomfield Hills
NURMI, S. ALEXANDER	712 W. Court, Flint 3	SAMPSON, CLAUDE D.	510 McBride, Jackson
O'BRYON, CHARLES	63 Jefferson, S.E., Grand Rapids 3	SARVIS, LEWIS J.	258 Champion, Battle Creek
O'DELL, FREDERICK C.	1103 Berkshire, Ann Arbor	SCHEUFFLER, CARL A.	12636 E. Forest, Detroit 13
O'DELL, H. AUGUSTUS	2300 Dime Bldg., Detroit 26	SCHILLING, EDWARD A.	728 Michigan Bldg., Detroit 26
ODELL, WILLIAM H.	515 Hammond Bldg., Detroit 26	SCHLEY, CYRIL E.	16851 James Couzens Hy., Detroit 27
OLSON, RAYMOND I.	119 E. Washington, Jackson	SCHMIDT, ARTHUR O. A.	1118 Buhl Bldg., Detroit 26
OSBORN, JAMES	207 Carroll, Grand Rapids	SCHOERGER, ALBERT E.	2458 Leslie, Detroit 6
OSGOOD, S. EUGENE	206 Youell, S.E., Grand Rapids 6	SCHOETTLEY, FREDERICK J.	730 Michigan Bldg., Detroit 26
OWENS, SHIRLEY L.	22441 Law, Dearborn	SCHOWALTER, LEO J.	18044 Warrington, Detroit 21
PALMER, C. WILLIAM	2663 Penobscot Bldg., Detroit 26	SCHULWITZ, CARL G.	52 Benton Hanchett Rd., Saginaw
PALMQUIST, IRVING E.	11711 E. Eight Mile, East Detroit	SCHULZ, GEORGE L. W.	1354 Broadway, Detroit 26
PARDEE, (Mrs.) ALICE S.	382 Mt. Clemens St., Pontiac 16	SCHURMAN, JOHN	1646 Northlawn Dr., Birmingham
PARDEE, ST. CLAIR	703 S. Oakland, St. Johns	SCHWENKMEYER, CARL H.	2565 W. Ellsworth Rd., R.F.D. No. 6, Ann Arbor
PARKE, ELMER E.	16155 Monica, Detroit 21	SCHWINCK, ESTHER	2360 W. Grand Blvd., Detroit 8
PARMELEE, GALE F.	2122 El Rey Dr., Whittier, Calif.	SCRIPTURE, CHARLES M.	4031 Vicksburg, Detroit 4
PELLERIN, EARL W.	16855 LaSalle Blvd., Detroit 21	SCRYMGEOUR, GEORGE K.	345 New Center Bldg., Detroit 2
PEREIRA, P. R.	1173 Foster Rd., Rte. No. 1, Midland	SEEGER, RALPH E.	839 Iroquois Dr., S.E., Grand Rapids 6
PERKINS, RAYMOND C.	2322 W. Grand Blvd., Detroit 8	SEVERIN, EMIL L.	189 McKinley Rd., Grosse Pointe 30
PERRY, LEO I.	120 Glynn Ct., Detroit 2	SEWELL, PAUL R.	730 Michigan Bldg., Detroit 26
PETERS, (Mrs.) ANNA	210 Rosemont St., Lansing	SEXTON, JAMES E.	2727 Second Blvd., Detroit 1
PETERSEN, GEORGE L.	276 Fisher Rd., Grosse Pointe 30	SHAFFER, EARLE W.	19434 Cheyenne, Detroit 21
PETTIBONE, MILTON W.	689 Rivard Blvd., Grosse Pointe 30	SHEILL, GORDON A.	902 Orchard Grove, Royal Oak
PHELPS, CHARLES L.	1119 Earl Blvd., Ferndale 20	SIDNAM, VERNE H.	360 Mary St., Grosse Pointe 30
PILAFIAN, SUREN	153 E. Elizabeth, Detroit 1	SIMONS, HOWARD T.	804 Transportation Bldg., Detroit 26
PINE, HAROLD E.	412 Calvin Theatre Bldg., Dearborn	SIMPSON, LEWIS W.	22120 Edison, Dearborn
PLANK, KENNETH R.	410 Harrison, Grand Ledge	SIMPSON, STANLEY G.	1005 Bauch Bldg., Lansing 8
PLATNER, JOSEPH W.	2219 Yorkshire Rd., Birmingham	SIRRINE, CHESTER A.	1402 Kales Bldg., Detroit 26
POLLMAR, F. CARL	2539 Woodward, Detroit 1	SMITH, EBERLE M.	1202 Francis Palms Bldg., Detroit 1
POTTE, JOHN L.	370 Country Club Lane, Grosse Pointe 30	SMITH, GEORGE S.	2105 E. 71st, Chicago 49, Ill.
POTZ, FREDERICK H.	5926 Bishop Rd., Detroit 24	SMITH, HARRY T.	1029 Mason, Flint 4
PRATT, HERMAN J.	P. O. Box 671, Kalamazoo 99	SMITH, LINN CHARLES	22010 Madison, Apt. 322, Dearborn
PRESTON, HOWARD L.	1615 Winthrope, Pontiac	SNYDER, LEON, JR.	715-19 Michigan Nat'l. Bank Bldg., Battle Creek
PRICE, LOWELL M.	605 W. 1st, Royal Oak	SNYDER, RICHARD G.	1129 Comfort, Lansing 15
PRIMEAU, EDMUND E.	15481 Linnhurst, Detroit 5	SORENSEN, N. CHESTER	926 N. Monterey, Alhambra, Calif.
RADFORD, J. RUSSELL	14395 Rosemont, Detroit 23	SPELLICY, JOHN P.	17536 Hartwell, Detroit 21
RASEMAN, RICHARD P.	Harrisville	SPENCE, JAMES A.	118 N. Washington, Saginaw
REDSTONE, LOUIS G.	3510 Woodward, Detroit 1	SPRAU, GEORGE W.	1015 Campbell, Kalamazoo 51
RINDGE, WARREN L.	610 Locust, S.E., Grand Rapids	STACHOWIAK, STEPHEN J.	3342 Carpenter, Hamtramck 12
ROBINSON, NORMAN A.	345 New Center Bldg., Detroit 2	STAHL, JOHN C., JR.	1115 Francis Palms Bldg., Detroit 1
ROBINSON, RICHARD M.	2620 Whitewood, Pittsfield Village, Ann Arbor	STANTON, HENRY F.	1243 Free Press Bldg., Detroit 26
ROESSLER, CLARENCE A.	211 Elm St., Marshfield, Wisc.	STAPERT, RAYMOND M.	1030 Campbell, Kalamazoo 51
ROGOVOY, THEODORE	929 Fox Bldg., Detroit 1	STEFFENS, J. H. GUSTAV	Dearborn Hotel, 4616 Calhoun, Dearborn
ROSA, CLARENCE H.	111 W. Barnes, Lansing 10	STEIN, J. STEWART	737 N. Michigan, Chicago 11, Ill.
ROSELLA, EDWARD G.	5361 E. Outer Dr., Detroit 5	STEKEETEE, CHRISTIAAN	503-4 Murray Bldg., Grand Rapids 2
ROSENFIELD, ARTHUR H.	254 W. 54th, New York 19, N. Y.	STIRTON, MALCOLM R.	153 E. Elizabeth, Detroit 1
ROSS, DONALD O.	409 Busch Bldg., Lansing 68		
ROSSELLO, PETER R.	9407 Mack, Detroit 14		
ROSSETTI, LOUIS	1000 Marquette Bldg., Detroit 26		

## ONE-HALF INCH THICK

Tongue and Groove Joint

The Most Advanced Method of  
Joining ChalkboardsHARDER—Smoother writing. Longer wear,  
BEAUTIFUL—Harmonizes with any decorating  
scheme.

EASILY INSTALLED—on any wall.

Mfg'd by CLARIDGE PRODUCTS, INC., CHICAGO 31

MICHIGAN REPRESENTATIVE

**HUNTER & COMPANY**  
2842 W. GRAND BLVD. DETROIT 2, MICH.  
TRINITY 1-6233**1896 - 1950**OVER HALF A CENTURY  
OF DEPENDABLE QUALITY  
AND SERVICEFace Brick - Acid & Paving Brick  
Glazed Tile - Aluminum Windows  
Refractories - Structural Clay Tile**THOMAS BRICK  
& TILE CO.**

14360 LIVERNOIS

TO. 8-1354

**POM-McFATE COMPANY**Special Architectural Woodwork  
Carpentry

PAINTING and WOOD FINISHING

Specialists in Fine Woodwork  
for over 34 years5222 ST. JEAN AVE. DETROIT 13, MICH.  
WA. 1-1073**CRESCEENT  
ELECTRIC COMPANY**

DISTRIBUTORS OF ELECTRICAL SUPPLIES

179 Woodbridge St., East  
DETROIT 26, MICHIGAN  
WOodward 2-0872

- MOBILWALLS
- METAL SWING & FIRE DOORS
- METAL BI-PASSING DOORS
- LIBRARY EQUIPMENT

**VIRGINIA  
METAL  
PRODUCTS**Announces the opening of a  
MICHIGAN REGIONAL OFFICE  
1027 PENOBCOT BLDG., DETROIT 26, MICH.  
WO. 3-0416**HANNA, ZABRISKIE AND DARON  
"GUNITE"**

- WALLS, EXTERIOR AND INTERIOR
- STEEL FIREPROOFING AND PROTECTION
- COAL BUNKER AND RESERVOIR LINING
- STACK AND BREECHING LINING

- REFRACTORY AND INSULATING COATINGS
- RESERVOIR AND DAM RESTORATION
- STRENGTHENING AND RESTORING  
EXISTING CONCRETE STRUCTURES

6425 Tireman Ave.

Detroit 4, Michigan

TExas 4-0070

STONE, WILLIAM A.	1507 American Nat'l. Bank Bldg., Kalamazoo 4	WHITING, EDMUND	International Hospital Associates, 101 Park Ave., New York 17, N. Y.
STOWE, GORDON H.	2200 Olds Tower, Lansing	WIEDMAIER, FRANK W.	112 Madison, Detroit 26
STRAIGHT, EUGENE D.	15624 Michigan, Dearborn	WIEGAND, WILLIAM	New City (Rockland County), New York
STRAUSS, A. M.	415 Cal-Wayne Bldg., Ft. Wayne 2, Ind.	WIGEN, FREDERICK E.	507 Weichmann Bldg., Saginaw
STRAUSS, FREDERICK G.	16205 Normandy, Detroit 21	WILBY, ERNEST	1567 Ouellette, Windsor, Ontario, Canada
STUCHELL, CLAIR A.	740 University Pl., Grosse Pointe 30	WILLEKE, LEONARD	1142 Bishop Rd., Grosse Pointe 30
SUMNER, MATHIAS T.	201 Montgomery Bldg., Muskegon	WILLIAMS, ALBERT E.	140 Elmhurst, Detroit 3
SWANSON, J. ROBERT F.	Bloomfield Hills	WILLIAMS, DAVID H., JR.	13300 E. Outer Dr., Detroit 24
SWARTS, WARD G.	211 N. Adams, Ypsilanti	WILLIAMS, MALCOLM M.	827 Sunset Lane, East Lansing
TAMPLIN, ERNEST	22229 John R, Hazel Park	WILSON, ARTHUR L.	13535 Woodward, Detroit 3
TANNER, THOMAS S.	308-10 S. State, Ann Arbor	WILSON, C. H. CARLISLE	60 Emmons Blvd., Wyandotte
TAYLOR, JONATHAN A.	1415 Glynn Ct., Apt. 102, Detroit 6	WINEGAR, W. RAY	46 Bloor, W., Toronto, Ontario, Canada
TAYLOR, S. HOWELL	500 Packard, Ann Arbor	WINN, OTIS	528 Michigan Bldg., Detroit 26
TEMPEST, ROLLAND W.	1411 E. Jefferson, Detroit 7	WINTER, FREDERICK J., JR.	2410 Book Bldg., Detroit 26
THEBAUD, VICTOR E.	604 North Park, N.E., Grand Rapids 5	WOOD, BARTON D.	695 Rivard Blvd., Grosse Pointe 30
THOMPSON, G. HAROLD	7030 Lacey, Oakland, Calif.	WOODWORTH, L. L.	221 Municipal Bldg., Ann Arbor
THORNTON, JOHN C.	2000 Second, Detroit 26	WORTHINGTON, ADDISON M.	32311 S. Coast Blvd., South Laguna, Calif.
THULIN, WALTER E.	5437 Hecla, Detroit 8	WRIGHT, CLIFFORD N.	1758 Holland, Birmingham
TILDS, PAUL	18000 James Couzens Hy., Detroit 21	WRIGHT, FRANK H.	120 Madison, Detroit 26
TOUR, HARRY B.	402 Union Bldg., Knoxville, Tenn.	WRIGHT, LLOYD H.	120 Madison, Detroit 26
TROUT, ALEXANDER L.	141 Puritan Ave., Detroit 3	WRIGHT, MAXWELL E.	6821 Scotch Lake Dr., Rte. No. 5, Pontiac
TRYSELL, ERNEST H.	906 American Radiator Bldg., Detroit 26	WYETH, WALTER H.	323 Peoples Bank Bldg., Port Huron
VALENTINE, CHARLES M., JR.	448 Mitchell Rd., Rte. No. 1, St. Clair	YAMASAKI, MINORU	1901 Industrial Bank Bldg., Detroit 26
VALENTINE, EDWIN E.	99 Miller, Muskegon	YERETSKY, NORMAN M.	830 N. Wabash, Chicago 11, Ill.
VANDEN BOGERT, JOHN	952 Michigan Trust Bldg., Grand Rapids 2	YOKOM, ROBERT WM.	16195 Princeton, Detroit 21
VANDER LAAN, PETER	718 Campbell, Kalamazoo 51	ZANDER, ROBERT A.	345 New Center Bldg., Detroit 2
VAN DIS, JOHN A., JR.	Room 1422, 19 S. LaSalle St., Chicago 3, Ill.	ZANNOOTH, GEORGE G.	1114 Buhl Bldg., Detroit 26
VAN DONGEN, HUBERT W.	190 Michigan, Benton Harbor	ZILLMER, EMIL G.	132 Federal Square Bldg., Grand Rapids 2
VAN REYENDAM, DIRK	9640 Bessemore, Detroit 13	ZIMMERMANN, ARTHUR J.	710 Snyder Rd., East Lansing
VARNEY, F. ORLA	806 Chatsworth Apts., 630 Merrick, Detroit 2	ZIMMERMANN, WILLIAM C.	831 W. Huron, Pontiac 11
VENMAN, VERNON L.	4229 Glendale, Detroit 4	ZISLER, LYLE F.	628 McKerchey Bldg., Detroit 1
VICARY, HARRY C.	22148 Michigan, Dearborn		
VOGEL, CHARLES J.	2310 Edison, Detroit 6		
VOSE, GARDINER C.	c/o Moynahan Bronze Co., 9071 Alpine, Detroit 4		
WAGNER, RANDALL	1510 American Nat'l. Bank Bldg., Kalamazoo 4		
WALPER, C. ORA	24675 Farmington Rd., Farmington		
WARD, RAY F.	132 N. Genesee, Pontiac 19		
WARREN, NEIL ERNEST	34 Maplefield, Pleasant Ridge		
WATSON, V. S.	R.F.D. No. 2, Berrien Springs		
WEBER, ARTHUR A.	160 Market, Mt. Clemens		
WEBSTER, MORRIS	16216 Greenview, Detroit 23		
WEEMHOFF, HARVEY H.	609 Windsor Terrace, Grand Rapids 6		
WEIGLE, WILLIAM L.	10736 Somerset, Detroit 24		
WEITZMAN, ARNOLD A.	11845 LaSalle Blvd., Detroit 6		
WELCH, KENNETH C.	1340 Monroe, N.W., Grand Rapids 5		
WEST, ROBERT J.	512 United Artists Bldg., Detroit 26		
WETZEL, BERNARD C.	4643 Pacific, Detroit 4		
WHEELER, VERNON L.	16119 Fenmore, Detroit 27		
WHITE, DONALD F.	126 John R, Detroit 26		
WHITE, FRANK A.	70 Carling, London, Ontario, Canada		

**JOHN S. COBURN**  
*Architectural Photographer*  
 2033 PARK AVENUE, DETROIT 26  
 WO. 2-3945

## Wallace Candler, Inc.

COMMERCIAL AND INDUSTRIAL  
 ROOFING AND SHEET METAL SERVICE

9000 Roselawn

Webster 3-7544

Detroit 4

# FIRESIDE PRINTING & PUBLISHING CO.

MAGAZINE and PROGRAM  
SPECIALISTS

## SPECIALISTS

TE-24000

4728 ST. AUBIN

Detroit, Mich.

REGISTERED PROFESSIONAL ENGINEER

# RAY W. COVEY

Registered Structural Engineer

## STRUCTURAL ENGINEERING SERVICE

## Capable and Dependable

828 Michigan Building  
W<sup>o</sup>odward 1-6143 Detroit 26, Mich.

## WARREN FIBRE PRODUCTS CO.

## Distributors of **STANDARD** Cotton Insulation

K—Value .24

14290 MEYERS ROAD

Detroit 27, Michigan

WEBSTER 3-5675

*R. E. Dailey & Co.*  
CONTRACTING  
ENGINEERS

## INDUSTRIAL & INSTITUTIONAL CONSTRUCTION

**ANYTHING—ANYWHERE—ANYTIME**

9900 NORTHLAWN

## DETROIT

TExas 4-4040

WEEKLY BULLETIN

# PRODUCERS' COUNCIL, INC., MICHIGAN CHAPTER

FRANK ADAMS ELECTRIC CO.  
3101 Brooklyn St. (1) TE. 1-0780  
James T. Loughlin

ALUMINUM CO. OF AMERICA  
610 New Center Bldg. (2) TR. 1-8100  
R. J. Ogden, P. R. Marshall

AMERICAN GAS ASSOCIATION  
(Michigan Consolidated Gas Co.)  
415 Clifford Street (26) WO. 5-8000  
Ernest C. Baker

AMERICAN RADIATOR & STANDARD  
SANITARY CORPORATION  
1426 Maccabees Bldg. (2) TE. 2-1490  
H. M. Armstrong, E. F. Betts

THE ARMSTRONG CO.  
241 South Post St. (17) VI. 2-1225  
H. W. Somershoe, Robert Olshefsky

ARMSTRONG CORK CO.  
321 Lafayette Ave., W.  
Free Press Bldg. (26) WO. 3-5670  
William J. Portland, E. D. Ainslie, Jr.

BELL & GOSSETT CO.  
(R. L. Deppmann Co.)  
5853 Hamilton Ave. (2) TR. 2-6309  
R. L. Deppmann

CECO STEEL PRODUCTS CORP.  
600 Woodward Ave. (26) WO. 1-6875  
John F. Klein, Gordon Baskwell

CELOTEX CORP.  
735 Penobscot Bldg. (26) WO. 3-1792  
Arthur J. Devitt, Ralph A. Dewey

CHAMBERLIN CO. OF AMERICA  
1254 LaBrosse (32) WO. 3-8484  
G. G. Bernard, V. E. Cullen, R. B. Woltz

DETROIT STEEL PRODUCTS CO.  
2250 East Grand Blvd. (11) TR. 2-5275  
Walter Torbet, Tom Moore

FIAT METAL MFG. CO.  
2539 Woodward Ave. (1) WO. 1-5860  
Louis T. Ollesheimer, Donald T. Ollesheimer

GREAT LAKES STEEL CORP.  
Stran-Steel Division  
Tecumseh Road, Ecorse 29, Michigan VI. 1-9805  
C. J. Bradley

THE E. F. HAUSERMAN CO.  
2988 E. Grand Blvd. (2) TR. 5-6040  
Charles M. Houff

JOHNS-MANVILLE SALES CORP.  
832 Fisher Bldg. (2) TR. 5-3300  
Floyd W. Clise, Phil D. Lee

JOSAM MFG. CO.  
14 Smith Street (2) TR. 5-4899  
E. J. Anderson

KAWNEER CO.  
600 Michigan Bldg. (26) WO. 3-6232  
R. C. Thomas, J. M. Weaver

DAVID E. KENNEDY, INC.  
834 W. Maplehurst St.  
Ferndale 20, Mich. LI. 2-1886  
James A. Gillman, Donald Uffinger

KIMBERLY-CLARK CORP.  
(Kimsul Insulation)  
20609 Gaukler  
St. Clair Shores, Mich. ROseville 5745  
Kenneth W. Kaiser, Robert Hubbert

LIBBEY-OWENS-FORD GLASS CO.  
610 Fisher Bldg. (2) TR. 5-0080  
Jos. F. Busse, W. H. Cook

MARSH WALL PRODUCTS, INC.  
6432 Cass Ave. (2) TR. 5-6300  
Wm. E. Ogden



MASTER BUILDERS CO.  
600 Michigan Bldg. (26) WO. 1-1246  
E. H. Fenker, Scott L. Hammann

MINNEAPOLIS-HONEYWELL REGULATOR CO.  
415 Brainard St. (1) TE. 1-6464  
J. A. DePuy

WAYNE MOHR (Thomas Brick & Tile Co.)  
14360 Livernois (4) TO. 8-1254

MUELLER BRASS CO.  
2842 West Grand Blvd. (2) TR. 5-3395  
Ralph C. Hunter

NATIONAL FIREPROOFING CORP.  
4605 Woodward Ave. (1) TE. 2-4690  
Walter R. H. Sherman

OTIS ELEVATOR CO.  
950 W. Fort (26) WO. 2-4320  
Harry E. Fritzam, David G. Saunders

OWENS-CORNING FIBERGLAS CORP.  
517 New Center Bldg. (2) TR. 3-4400  
John J. Hartnett

PITTSBURGH PLATE GLASS CO.  
6045 Hamilton Ave. (2) TR. 2-4500  
G. Frederick Muller, J. R. Nicholson

H. H. ROBERTSON CO.  
635 New Center Bldg. (2) TR. 2-2554  
W. E. Nichols

RODDIS LUMBER & VENEER CO.  
OF MICHIGAN  
11855 E. Jefferson St. (14) VA. 1-7000  
J. R. Macaulay, F. H. Smith

ROLSCREEN CO.  
12503 Grand River Ave. (4) WE. 3-5189  
L. A. Watson

SPEAKMAN CO.  
Riverview Works  
Wilmington 99, Delaware

THE SPENCER TURBINE CO.  
4720 Joy Road (4) TE. 4-8300  
R. B. Richardson, John G. Ball

TRUSCON STEEL CO.  
615 Wayne St. (26) WO. 1-3830  
Clyde T. Oakley, Roy Smith

UNISTRUT SERVICE CO. OF MICHIGAN  
4159 Sophia St.—Box 711  
Wayne, Mich. Wayne 3588  
W. A. Snure, D. T. Kingman

UNITED STATES PLYWOOD CORP.  
6845 Dix Ave. (9) VI. 3-1200  
A. H. Frost, Darrell Temple

UNITED STATES QUARRY TILE CO.  
439 Penobscot Bldg. (26) WO. 2-5500  
R. C. Faulwetter

VERMONT MARBLE CO.  
(The Detroit Marble Co.)  
9128 Woodward Ave. (2) TR. 3-9553  
D. L. Granger, Edward Lewis

WESTINGHOUSE ELECTRIC & MFG. CO.  
5757 Trumbull Ave. (8) TR. 2-7010  
G. A. O'Keefe

ZONOLITE CO.  
14300 Henn Ave., Dearborn, Mich. TI. 6-1010  
Dayton L. Prouty, Charles E. Kleinbrook

J. A. ZURN MFG. CO.  
405 Donovan Bldg. (1) WO. 1-8782  
W. F. Mulcahy, R. J. Collins

W. A. CORY (Honorary)  
1195 Lawrence Ave. (2) TO. 6-1614

# Michigan Architects

GET BETTER BIDS

through

**DODGE**

## PLAN ROOMS



A set of your plans and specifications in the Detroit and Flint Dodge Plan Rooms

....helps you obtain a greater range of bids from a wider group of subcontractors and material men.

....simplifies your taking bids on jobs and reduces direct requests to a minimum.

Representatives of active firms use this Plan Room whenever plans on file are announced in their DODGE REPORTS service.

Remember to send plans on your next job to the Detroit and Flint Dodge Plan Rooms where a courteous attendant is on duty and a set of Sweet's Catalog Files is available for ready reference.

We wish to express our sincere thanks to all Michigan architects for filing their plans with us and invite them to continue to use the facilities of our Plan Rooms . . . enabling us to be of maximum service to all those concerned in new construction in the Michigan area.

**F. W. DODGE**  
**DODGE**  
  
**CORPORATION**

## DODGE REPORTS

CONSTRUCTION NEWS DIVISION  
**F. W. DODGE CORPORATION**

321 W. Lafayette Ave.  
 Detroit 26, Michigan

222 Capitol Theatre Bldg.  
 Flint 2, Michigan

# JOHN MILLER ELECTRIC CO., INC.

711 Fisher Building

DETROIT 2, MICHIGAN

---

ELECTRICAL  
CONTRACTORS

---



## NORMAN BOOSEY MFG. CO.

Drainage Specialists

FLOOR DRAINS

ROOF SUMPS

GREASE & OIL INTERCEPTORS

DRAINAGE CONTROL VALVES

5281 AVERY AVENUE

Detroit 8, Michigan

TYLER 7-6117

# THE MICHIGAN SOCIETY OF ARCHITECTS

## SCHEDULE OF RECOMMENDED CHARGES

(American Institute of Architects Document Adopted by the M.S.A.)

Ratified and adopted at the  
14th Annual Convention  
M. S. A., 1928



Distribution Authorized at the  
16th Annual Convention  
M. S. A., 1930

Revised Feb. 15, 1946

The Michigan Society of Architects, as a professional body, recognizing that the value of an Architect's services varies with his experience, ability and the location and character of the work upon which he is employed, does not establish a fixed rate of compensation binding upon all of its members, but, in the light of past experience, recommends that for full professional services, adequately rendered, an architect practicing in the State of Michigan should receive as reasonable remuneration therefor at least the compensation mentioned in the following schedule of charges:

1. The architect's professional services consist of:

(a) Preliminary studies, including the necessary conferences and the preparation of preliminary sketches, the least compensation of which is 20% of the hereinafter mentioned fees.

(b) Working Drawings and Specifications, completely ready for taking bids, the least compensation for which is an additional 55% of the hereinafter recommended fees.

(c) Supervision, including the taking of bids, the preparation of full size and large scale details, the general direction of the work, the checking of contractors' monthly statements, the checking of shop drawings for various trades, and the issuance of certificates of payment, the least compensation for which is an additional 25% of the hereinafter recommended fee.

2. The proper minimum charge for professional services on the average type of work, when let under a general contract, is 6% of the total cost of the work. When the major portion of the work is let under a general contract and a minor portion is let separately to individual contractors, then 6% shall govern

for the entire work, plus an additional 4% upon that portion let separately.

When all of the work is let separately to contractors for individual trades, then the 6% fee shall be increased by 4% additional to cover the architect's extra cost of keeping records and dealing with several contractors instead of one contractor.

3. On residential work it is proper to charge from 8% on the first \$50,000.00 of cost, and 6% on the balance. On residential work at a sufficient distance from the architect's office, to require unusual time in travel, but not far enough distant to require rail or boat transportation, it is customary to increase the above-mentioned 8% and 6% charges to 10% and 8% respectively. In both cases the fee shall cover stables, garages and other dependencies.

4. In the hands of architects best qualified to design them, churches and ecclesiastical buildings generally bear a commission of from 8% to 10% on work under \$50,000.00, and 7½% on work over that amount. Designing or assisting in the selection of or purchasing of church furniture and fixtures, depending on the amount of detail work necessary and the time required, bears a commission of from 10% to 20%.

5. Buildings with complicated equipment such as laboratories bear a higher rate than the 6% quoted in paragraph 2, above, for average work. If taken at 6%, the equipment should be charged separately at a higher rate.

6. On monumental decorative and landscape work, special interiors, and special cabinet work, as well as alterations to existing buildings, whether federal, municipal or private, the minimum charge is 10%. Should the work involved require unusual study or specialization, it is usual to charge 15% or even more.

7. Design for fabrics, furniture, fixtures, lighting fixtures, and special decorative work other than for churches, the minimum charge is 15%.

8. On articles not designed by the architect, but purchased under his direction, the minimum charge is 6%.

9. On work of such nature that the final total cost cannot be reasonably accurately approximated, it is advisable and permissible to charge on a pay roll-overhead-profit basis, that is to say, to charge the actual amount of the payroll, plus the average percentage of overhead, plus a profit of, say 25%. If pay roll totals \$100.00 and overhead amounts to 85% of the pay roll, then the charge will be:

Pay roll .....	\$100.00
Overhead, 85% of \$100.00 .....	85.00
<hr/>	
Plus 25% for Profit .....	46.25
Total .....	<b>\$185.00</b>
<hr/>	
Total charge .....	<b>\$231.25</b>

In offices having an overhead of 100% this method amounts to charging 2½ times the pay roll, which is quite generally used. It is fair to both owner and architect. It often saves the owner a considerable amount, and insures the architect a reasonable profit.

10. As a substitute for the method suggested in paragraph No. 9 above, the architect may be paid a fixed fee for his own personal services, or, in some cases, a commission upon the cost of the work. In addition thereto, he is reimbursed by the client for his actual office expenses, (pay roll, exclusive of his own drawing account, plus overhead). This is known as the "Fee-plus-cost" method.

11. All disbursements for traveling expenses, measurements, surveys, fees for expert advice when requested or sanctioned by the client, and the cost of all prints, to be paid by the client.

12. All of the above charges are subject to increase by special arrangement, where the cost of the work is small or the conditions unusually difficult.

13. By special interiors and cabinet work, is meant that part of the work which is individual, and requires special study and drawings for each room or each feature thereof, as distinguished from the work which is repetitive and which can be executed from typical drawings and general specifications.

14. The supervision of an architect does not guarantee the performance of the contract by the contractor, or insure the client against defective work thereunder.

Where the architect is retained to oversee preparation, manufacture, execution and installation of work, as well as to check final requests for payment for same, he will do everything in his power to enforce the spirit and the letter of drawings and specifications. Beyond that he is not responsible.

15. The architect is construed by the courts to be the owner's agent and the owner is responsible for payment for labor and material ordered by the architect for the owner. The architect's power of agent is limited, however, to the building or work upon which the architect has been commissioned by the owner to perform professional services.

16. It is proper to charge for the preparation of sketches of any nature whatsoever, even if the client be asked only to reimburse the architect for his actual costs of payroll and overhead.

Under no circumstance will the architect offer to make sketches without charge or obligation in order to assist in soliciting business: nor will he submit to a prospective client's invitation to submit sketches under such conditions, for, by so doing, he may institute or be drawn into an ungoverned and unethical competition.

If the architect chooses to work without reasonable compensation, he may do so only under conditions which will not tend to injure his fellow practitioners.

#### UNETHICAL PRACTICE

If an architect has quoted a rate of fee to a prospective client, another architect seeking the same work and having knowledge of the rate quoted by the first, is guilty of unprofessional conduct if he attempts to obtain the work by quoting a lower rate of fee. Such conduct is unethical.

#### SUBMITTING SKETCHES

If an architect knowingly competes with other architects by submitting sketches without obligation, thereby submitting to an ungoverned and unauthorized competition, he is unfaithful to the profession, and guilty of unprofessional conduct.

COST PER CUBIC FOOT IN CENTS

SEE EXPLANATION ON REVERSE SIDE

VERSE SIDE

REVIEWS

## EXPLANATION

SEE EXP

# REVISED SCHEDULE OF UNIT COSTS BASED ON CUBICAL CONTENTS OF BUILDINGS

(See Table on Reverse Side)

(Copyright, 1950, by Detroit Real Estate Board)

Annually since 1915, the Detroit Real Estate Board has produced and distributed a schedule of unit costs employing cubical contents of buildings as the basis for determination of costs. The schedule revised as of Nov. 1, 1948 is presented herewith.

The schedule of costs was produced primarily as a service to members of the Detroit Real Estate Board, as a guide in estimating construction or reproduction costs and as a possible guide to appraisers. Within recent years, scores of requests for copies have come from all parts of the United States and numerous trade publications have asked permission to publish the schedule. It has been and continues to be the policy of the Detroit Real Estate Board to authorize reproduction of the schedule by recognized trade publications and by banks, trust companies, insurance companies, building and loan associations, mortgage companies, appraisal organizations, etc., for the personal use of members of those organizations but no permission is given for reproduction of the schedule for sale. Additional copies may be purchased from the Detroit Real Estate Board at 30 cents each.

The willing and painstaking cooperation of the Department of Buildings and Safety Engineering in the preparation of this schedule is appreciatively acknowledged. In using this schedule, the rules established by Commissioner Joseph P. Wolff and his department heads, should be observed. These rules follow:

"The cubical volume of a building for the purposes of determining the fees shall be measured as follows:

"From the outside of the walls and from the basement floor to the mean point of a pitched roof or to the highest point of a flat roof. The volume shall include all dormers, enclosed porches, penthouses, and other enclosed portions of a building, but shall exclude open porches.

"In the case of buildings without basements, the measurements shall be taken from the ground line, and in the case of large buildings having deep foundations, the height shall be measured from a point below the basement floor by an amount equal to 1-5 of the depth of the foundation.

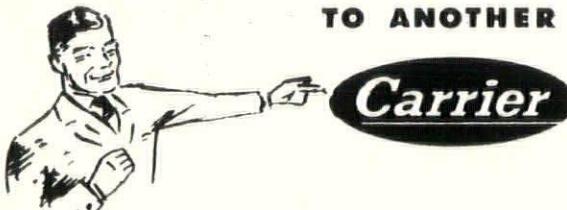
"In the case of open shelter sheds and other open sheds, the volume shall be determined by measuring from the projection of the edge of the roof and from the ground line to the mean height of the roof."

The cost figures presented are presumed to represent the minimum cost at which a fairly good building of economic design, may be constructed under most favorable circumstances within the Detroit district. The costs contain architects' fees, contractors' profits and all general items of construction and equipment including plumbing and heating systems, elevators, incinerators, refrigerating systems, etc. Financing costs, however, are not included.

As bids of individual contractors may vary from 20% to 50%, so may there be a marked variance in the costs of similar buildings erected within a single area. The quality of construction must be taken into account. The schedule presented is based upon the cost of average construction. The costs might be lessened by inferior construction or substantially increased by superior construction. In all instances the schedule should be used to reinforce rather than to supplant experience, information and judgment.

Since 1915, the schedule has been prepared under like circumstances and based upon like factors. It may be assumed, therefore, to present a rather accurate picture of the movement of building costs in the Detroit area during the past 33 years.

WE POINT WITH PRIDE  
TO ANOTHER



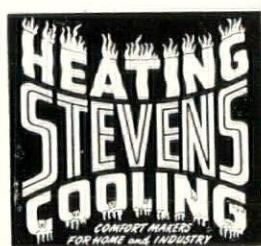
Air-Conditioning System  
Just Completed at

U of M's New  
\$1,725,000 Model  
Maternity Hospital  
at  
Ann Arbor

**JAMES and ROACH Inc.**  
282 E. MILWAUKEE • DETROIT 2  
TRinity 3-5500

## AIR CONDITIONING

GAS HEAT??  
DON'T WAIT!!  
ORDER NOW!!!



BOILER & FURNACE REPLACEMENTS

G.E. OIL & GAS HEATING EQUIPMENT

Specialists Baseboard Panel Heating, Engineered  
and Installed by Experts with Years of Experience

The Latest in Cooling Equipment

STEVENS HEATING & VENTILATING CO.  
MA. 7625 • DETROIT 2, MICH. • LI. 32752

TWENTY-FIVE YEARS OF CONTINUOUS SERVICE

# TOWARD A SOCIAL ARCHITECTURE

(LIFE, LIBERTY AND THE PURSUIT OF ARCHITECTURE)

Address given by Oscar Stonorov, A.I.A. to Detroit Chapter of The American Institute of Architects Wednesday, January 18, 1950

Ladies and Gentlemen, Conferees and Competitors:

I had an extremely difficult time with the preparation of this address, because I presumed that you would not import a speaker from way east without expecting him to pontificate before you with some spectacular nonsense which would make the headlines of tomorrow's papers with something like . . . "Philadelphia Architect Advocates Abandoning Detroit to General Motors and Ford for Mess They Created and Move All Workers 50 Miles West to Start City for Decent Living" — or perhaps — "Philadelphia Dreamer Expects Plans Drawn by Local Visionaries to Become Reality in Foreseeable Future" — or again — "Quaker City Humanitarian Proposes Automobile Workers Build Cars Half Year, Parts for Housing During Other Half to Insure 20 Years Top Production Stability in Auto, Steel, Rubber, Electrical and Textile Industries."

You did, of course, expect me to touch on such frivolous subjects as the preservation of the right of the individual, free enterprise guaranteed by government, insured profits to corporations and uninsured risktaking by small investors and workers for us to compete in the world markets; and last, but not least—the national debt (always related to planning when one considers that somebody must pay for it, or pay more in the end, if we don't plan).

I should not hope that you would be satisfied with the recital of planning facts or statistics. You can read those in technical magazines. On the other hand I should not expect you to have me discuss Colonial Williamsburg and the motor age, or whether the window stripes in our buildings should be vertical, horizontal or checkered for the models of 1951, whether modern, colonial Abyssinian barock or Cape Cod is more psychologically suited to middle or low income housing, or whether the Federal Housing Agency should insure modern design in modern times for mortgages that run 32 years or whether 90 percent mortgaged suburban living is more secure in costumes of the Revolutionary War or the British occupation . . . or whether Swedish is a password for Socialism. Mentioning such praiseworthy questions is answering them, I believe, completely in the same breath.

If we are intellectually honest, we go to each other's cities to tell each other about our problems, how we are puzzled with some and how we have mastered others. The best I shall offer tonight might be confusion with direction. This is going to be an architect's speech and freehand, an intellectual doodle, not a working drawing produced with triangle, teesquare at  $\frac{1}{4}$  inch scale. I shall talk about ideas, about abstract problems that move an architect who sways between art and politics, about "The Creator of Ideals", "The Messenger of Discontent" as the philosopher Edgar Singer, called the artist in his essay "Esthetics and the Rational Ideal". I shall not deal with technical problems. I shall not deal with the virtues of planning legislation

and administrative machinery that can lead to social architecture, legislation which is inadequate always for the purposes of our plans. I shall, however, talk about the architect's position between art and practical politics, as creator of the one and slave of the other. Only he, the architect-planner, can present the image of the end toward which the working instruments of planning are directed, to quote George Howe, only he can provide the statesman with graphic projection of the still impossible. He is constantly in search for a modern politician who is in need of a master plan.

I called these notes, "Toward a Social Architecture" with Sam Zisman's suggestion for a subtitle, "Life, Liberty and the Pursuit of Architecture", because we deal with people, build for people, plan for people, yet our modus operandi seems generally so disassociated from the consumers of our passion.

Talking before a Detroit audience on Planning seems like carrying coal to Newcastle. You have one of the best city governments in the country, a farsighted planning commission, good civic organizations and a citizenry who take their cues from the best brains in labor and management. You have a real genius in Walter Reuther, whose thinking is profoundly affecting government and whole broad managerial conceptions are helping to shape the true competitive potential between two systems, the better of which will **not** ultimately emerge by the use of superior death-dealing weapons but by the looks, the feel, the content and the accomplishments of what our leaders' minds will devise for the limitless social expansion of American productivity to provide the amenities of daily living for the majority of our people. Communism is a challenge to be met. It compels Democracy to heighten its performance to survive. There seems to me a virtue to exaggerate from the speakers' platform: to provoke intellectually so as to bring ideas into focus.

Three concepts for the field of planning and architecture appear basic:

1. There are more people all the time and they live longer—(life expectancy is 68.8 years at present and increasing)
2. Man is biologically and physiologically immutable **while**
3. He changes his technological environment constantly.

From the first industrial revolution caused by steam and steel in the last century, we are passing into a second industrial revolution caused by atomic research and chemistry. An economic revolution is certainly to follow. Whether it is for good or evil, is not now for discussion. There are however certain corollary realizations in regard to ephemeral happenings in this respect. The historic role of warfare has been influential to important changes in our technology. The desire for decentralization or organic decentralization, as Saarinen the elder has called it—of our cities predates the atomic bomb. It seems only incidental that we are told that industrial dispersal, with its concomitant urban dispersal, is the most effective defense against bacteriological and atomic weapons. I do not believe that atomic warfare should be a factor in planning our cities. If we allow an atomic war to happen, we deserve the destruction that it will bring. The Philadelphia Planning Commission unanimously decided in 1946 that the existence of the atomic bomb should be of no consideration in the re-planning of Philadelphia. If war with atomic weapons should be resorted to, to defend our civilization, no defense of a physical nature will protect the worldwide spiritual depravity that will be both the origin and the result of such a war.

As I stated a few minutes ago, it was difficult to prepare this speech because I am not too familiar with the idiosyncrasies of your city. Had I been addressing my friends in Philadelphia at the moment, I would have risen without consulting a manuscript and said —

Ladies and Gentlemen: This is a very decisive moment in our lives. We are challenging ourselves as citizens of our communities to make true the big plans of rebuilding our communities. We have the means. Do we have the ideas? Do we possess the faculties and the talent to use the money to buy brick, cement, steel and glass and produce more than shelter, more than so many units of housing? Do we have concepts for the building of communities that are qualitatively the equal to our almost illimitable quantitative possibilities? Must we continue bureaucratic, sexless architecture of dwelling units in monotonous multiples of federal housing islands throughout the cities of our land? This challenge now has been brought down

FOR QUALITY FLOOR COVERINGS LOOK TO . . .

**LOTT & GECKLER, INC.**

WE COOPERATE WITH YOUR CONTRACTOR OR DEALER

MOHAWK . . . PABCO . . . AMTICO . . . PARKAY . . . VINA-TRED

Detroit - Woodward 3-1428

Grand Rapids - Glendale 6-1741

**THE DONALD MILLER COMPANY**

WOodward 2-2800

PLUMBING — HEATING — AIR CONDITIONING — WELDING  
INDUSTRIAL PIPING — FIRE PROTECTION SYSTEMS — POWER PIPING

1718-1720 BRUSH STREET DETROIT 26

*for over 60 years*

MICHIGAN ARCHITECTS

HAVE BUILT FOR

*Beauty and Permanence*

WITH

*Bay Port Stone*Send For Free Descriptive Brochure  
Showing Recent Jobs**THE WALLACE STONE COMPANY**

(50TH ANNIVERSARY)

BAY PORT, MICHIGAN

Bay Port Stone—Hardest Limestone Known

641 Monroe Avenue  
WO. I-0472 - I-9239**MacDONALD & KAAKE, Inc.**

GENERAL CONTRACTORS

825 W. Washington St.

Marquette, Mich.

HOWARD MacDONALD

ECHLIN M. KAAKE

Serving the Construction Needs of Northern Michigan and Northern Wisconsin

through federal legislation to the local level in every instance. The realization of urban redevelopment and housing depends on local initiative, local plans, local determination to get things moving and started. And for the architect to challenge is twofold: He must be professionally capable of solving a sensitive problem of community design and he must be ready to become—because he is the only one that can and this is his extraordinary and natural contribution—he must be the three dimensional interpreter of so much that is statistical in community design. Because a community of people exists not in figures but it lives in space and time. It is more than the sum of its parts of dwelling units, laundries, community rooms and shopping centers. It should be designated for young people and old people, for middle and low income groups and it should be flexible enough for the neighboring process to grow. Those of our cities will be most successful and will get the greatest municipal benefit of the public housing program, who will understand how to integrate it, both as a backbone and yardstick in the development first of vacant land, because of the housing shortage, and later in redevelopment of the older parts of our cities.

The democratic character of the planning for both redevelopment and new housing is almost as important as the physical standards themselves. The job of creating communities and modern neighborhoods is important, yes. But the job is not just to eliminate slums, straighten out traffic, or create Perry-neighborhoods with schools and shopping centers. We have to go deeper and through citizen participation make understood that the planning program is the assumption of broad responsibilities by the community and the planners for a continued understanding of a problem that is not temporary and for the anticipation of the changing social climate of our cities which will re-form these creatures of our design as years pass. Physical planning alone cannot satisfy a situation where the city as a whole has become physiologically and biologically inhuman, thus uninhabitable, and where the people leave, just simply leave . . . to settle in suburbs.

If we cannot build the type of community which carries within itself the self-seeding qualities in the order of neighboring, participation, responsibility and rooting, we better forget so-called higher standards of living and social progress. These are qualities, I believe, that are produced partially by **sensory** satisfaction. Architectural beauty is the result of understanding design for living.

An American residential architecture is being borne in the comprehension of the essential needs of modern Americans. The small neighborhood say of 12 families, the harmony of the smallest unit of community design, grouped around a cul-de-sac, is more important

in the excellency of its individual solution than the concert of a great project of repetitive faulty components. The one, the small cul-de-sac, is human social architecture, recognizing the dignity of the individual for his felicity among his neighbors. The other, the great mass project, is what I might call airplane architecture—if not composed of excellent imaginative detail in floor plan, it only leads to old Beaux Arts falsehoods of the party plan; the repetition of ornamental configurations on paper: false axis's, the regimentation of academic symmetry, forced on the dynamic process of living; an architecture of bureaucratic obedience; not too different from the autocratic planning of dictatorial Socialism or Fascism. The design of most of our urban housing is not the expression of the happy family life in a setting of rooted security, it is not what we unconsciously desire: the social architecture of a free democracy. Bill Wurster's demand for one big piece of glass and balconies in apartments as part of the so-called minimum standards, is an indication of where we might begin.

We cannot restore the patterns of past centuries in taste or moralities. Not eclectic architects, but our society, to whose mood and necessity the architect is instrument, will, as Dean Hudnut put it, create our architecture and especially the architecture of our cities.

The beginning of the second half of the 20th century is full of promise. For the first time in history we can, with the material things we possess, completely change the contours of our cities. Within our lifetime another 20 million Americans will leave the farm-lands and increase the population of our metropolitan areas. Within the next 20 years, the Housing and Redevelopment Act of 1949 will change our cities profoundly. We will be able to see the results in examples throughout our towns short distances apart. We can let this happen without a major plan, without a direction; we can let dog eat dog; but we cannot produce more cars; more television sets, more airplanes, without organizing by common consent the joint enjoyment of the products of our civilization. Man has a profound desire to be master of his environment. Since technology is giving us the means, we can create more and more, our environment in our own image.

With greater mobility has paradoxically come the desire for deeper roots; for deeper and permanent roots in permanent communities of neighbors—not only—to use words we must forget from now on—assemblies of "safe and sanitary dwellings in well planned housing projects." Thirty years ago a man who changed his job from one location to a distance of 20 miles, was forced to move his family. Easy public transportation or his automobile traveling on express high or parkways enable the same man to change his job almost at will in a radius of 30 to 40

miles. The more fluid time and space becomes, the greater becomes our desire for emotional and physical roots: our desire to reestablish the family in a neighborhood with neighbors—the family, that recently re-discovered base of a happy society. The more improvised our technological existence becomes—new jobs, inventions, etc.—the greater becomes our desire for esthetic satisfaction, for the permanency of construction, and thus awakens our generation's greatest preoccupation: A re-evaluation of our urban civilization.

So many of us have tried in meetings and conferences lately, to redefine and emphasize the need for neighborhood and community planning; we are trying to make an exact science of the process and the practice. So often do we planners draw lines around imaginary neighborhoods of cities, because we like formulae and doctrines and neat packages of ideas.

In looking at a farmer in New England trying to repair a stone fence to keep his cattle in, a stone fence destroyed every so often by nature, Robert Frost remarked—

"Some thing there is  
That doesn't like a wall . . . "

In like manner we have to provide flexible plans so that the city is flexible for the flow of function and of people, for this changing life. Nevertheless we recognize that the desire for permanency and rooting is a new component of the design for living that will only ill-fit the narrow bounds of a **one-generation** community, a design that does not recognize young people, aging people, old people, small families, big families and all the possible permutations of the elements of living . . . in other words, if we would carry the formula of the neighborhood design to its logical conclusion, we would end up over an entire urban area with little units of neat middleclass suburbs. It does not work.

We architects must free ourselves from the concept of neat physical entities and their multiplication into patterns, and try for the creation of dynamic situations of growth and development, both social and physical.

To illustrate this point by describing what we call the Philadelphia approach, I want to quote from Robert Mitchell as he outlined our attitude to a meeting of planners:

In Philadelphia, during the last year, there has been a series of meetings of people in town who are concerned with local area planning. We know from previous studies that there is no such thing as a definable neighborhood in that city, and you can probably say that is true of any large city. You can find plenty of centers for one or another function but I defy you to find the boundaries because these things change. Planners have to have some kind of boundaries when drawing plans for projects,

## HEATING, PIPING AND AIR CONDITIONING CONTRACTORS DETROIT ASSOCIATION

affiliated with

## HEATING, PIPING AND AIR CONDITIONING CONTRACTORS NATIONAL ASSOCIATION

WOodward 2-8046

311 FOX BUILDING  
DETROIT 1, MICHIGAN

## KUHNE-SIMMONS CO., INC. J. L. SIMMONS COMPANY INCORPORATED

*General Contractors and Builders*  
Architectural, Industrial, Public Works Construction

Principal Offices

**DETROIT 26, MICHIGAN**  
PENOBSCOT BUILDING

CHAMPAIGN, ILL. Neil Street

CHICAGO, ILL. 185 N. Wabash Avenue

DECATUR, ILL. Woodford Street

INDIANAPOLIS, IND. Union Title Bldg.

areas, etc. However, one of our mistakes is to assume that these boundaries have a social significance. In Philadelphia we got together people representative of the Health and Welfare Council, which is the health and welfare planning agency, the Housing Authority, the Citizens Council on City Planning, the Board of Education, and others, all technicians concerned with the problem of local area planning. All agreed that the planning for those three million people or so had to proceed not only from a central office but that it had to have some decentralization of focus. We also agreed that no planning that we were doing would have a great deal of validity if the physical and social planning were separated. So we were able to agree that we wanted to work as much as possible with people in the local areas. We know that in most instances we are starting with people who are there, the institutions, organizations, and ways of living, the values of those people, and also the physical pattern of buildings.

Is the planner in his wisdom going to say: "All this is beside the point!" Can this be swept away and can we create instead what we think these people need? Or perhaps dissipate the whole social structure in the area and substitute something else? Our approach is that in most situations of that kind we will start from the people and the physical structures we have and proceed from there; and, if that is the case, we want to take into our confidence the people who are there. We know in one area there are mixed groups, Polish, Russian-Jewish, Italian, and Negro, with some kind of nucleus but no definable boundaries. There are institutions and churches and the people tell us they have close ties with their clubs and churches. One of our problems has been to search for two things: what really constitutes leadership among these people? And who really constitutes the sources of reliable information about the needs and difficulties and desires of people who are there?

We know the school districts overlap, that the school population changes from year to year in an area, and that the schools cannot have a permanently defined boundary line because they have to send children back and forth into other schools to use the facilities.

That is the approach we are using. Instead of planning by formula we have to break down the housing needs of people who are living in a residential area and recognize the variations in them and among various groups. We have to understand the needs of

the various groups that are influenced by this environment: physical functions, service functions, social functions, and so forth. We have to try to understand the social and physical patterns of the city we are dealing with and the processes and forces of change in that pattern, and make use of that in trying to work toward what I tried to call a dynamic balance, a dynamic situation in which there is growth, in which change is a natural process as it is in all life. Cells die off and houses are taken away, people leave and new ones take their places. This growth should be in a direction in which people themselves and those who are working with them can progress always toward the adaptation of this environment to their own needs. We have to search for what some of us are calling an optimum of balance in the satisfaction of many peoples' needs and interests in the neighborhood by the elements and patterns that are there, and then try to enlist the interest and participation of the people themselves in this process.

Yet while we are patiently pursuing a democratic process of planning and planning education toward an awareness of the availability of planning, we recognize that new forms of three dimensional expressions are needed for the synthesis of the good life.

Exiting architectural solutions those small portions, the cells for the molecules of our plans, new concepts of space for physical living where the application of a colonial skin or any other skin acts more like a straightjacket on the extremely flexible technology of contemporary building. It is unthinkable that the dull and dulling architecture of all the public housing projects of New York, Philadelphia, Chicago, etc. is all that architects can produce nowadays. By Jove: whenever there is halfways decent architectural expression of the meaning of community life, the people become different, their responsibility is greater, the vitality of the activities—creatures of good architecture, yes—proves and justifies the social experiment—if you want to call it an experiment. When 390,000 people take time off to bother with city planning, that is news. On the other hand, the story of the planning exhibition in Philadelphia shows that planning and the concerns of planning—to use a Quaker word—can excite people without making "modern architecture" a planning issue at all. Modern design, however, which infused the entire background of the exhibition, was probably the subtle element which gave so many people so much satisfaction.

In centuries past there was a unity of expression in all the arts. That is what we commonly call style. As technology was primitive the practice of the style was spatially restricted, yet

it pervaded and made the imprint of its attitude on every object.

The Greeks were strictly functional; the Romans eclectic and commercially vulgar; Gothic people were terribly conscious about the nature of material; the Renaissance person exuberant in the discovery of the modern world and completely sovereign in the application of all techniques at his command.

A new architecture is emerging in America: an architecture that Wolfgang Born has called geo-architecture—an architecture "that recognizes the surface of the earth itself as a gigantic canvas on which architects and engineers can paint with stone, wood, steel and water".

An architecture that begins to understand and express the dynamics of repose and mobility, the relations between the highway, the factory, the home, the park, the powerdam, an organic architecture that is not imitative of primitive techniques, of supports and openings—but an architecture that is daringly natural in that it either combats nature or strictly follows it without resistance. We span rivers with one swoop, we dam unbelievably powerful waters, we erect sheets of glass 600 feet high and maintain artificial temperatures within enclosures that are within  $\frac{1}{4}$ " of lightning or subzero temperatures, or we sit under shelter that seems to be structurally unsupported close to the earth, including or excluding at our will, trees, waterfalls, and all natural life. We can be as lyrical, romantic and personal one minute, as we can be logical, technical and impersonal in the next. That is our architecture, that is our emerging style. An attitude that Frank Lloyd Wright has grasped in its totality when creating the idea of Broadacre City, a concept of architecturization of the vast continent, a concept of organic action from the Atlantic to the Pacific ocean, through the dales and over mountains, tying the regional to the local, tying our mobility to our roots: Usonia.

Here is where the architect enters the planning process. Where his 4-dimensional genius must give meaning to the two dimensions of statistical analysis: You either live in one or two story structures or in towers; three stories or six stories make no sense. In our housing-planning we are beginning to discover this new formula. It is not the sociological planner who brings about this solution but a daring architect, who combines his intuition for living with a plastical expression for an economical solution and produces a design that fits the aspirations for human respectability. This is the meaning of the 2-story 6-room houses and 22-story, 600-feet long buildings, 700 feet apart on 8% coverage at a density of 25 families per acre, one of the most exciting projects to become reality in Chicago.

The conquest of vast spaces has been the key to the development of American civilization. It is the boundless

# COOPER CONSTRUCTION COMPANY

## General Builders

572 MACCABEES BUILDING

TEMPLE 1-5375

DETROIT 2, MICHIGAN

MISCELLANEOUS AND  
ORNAMENTAL IRON

*Aluminum and Bronze  
Steel Stairs*

### ALUMINUM & ARCHITECTURAL METALS COMPANY

1974 FRANKLIN STREET

Lorain 7-6880

Detroit 7

### LERNER-LINDEN CONSTRUCTION CO.

*General Contractors*

9940 ROSELAWN AVENUE

DETROIT 4

WEBster 3-5178

### HAVEN-BUSCH CO.

501 FRONT AVE. NW  
GRAND RAPIDS 4, MICH.

*Our Engineering Dept. Is At Your Disposal*

FABRICATORS

LONG SPAN JOISTS

STRUCTURAL STEEL

MISC. &amp; ORNA. IRON WORK

SELL &amp; SERVICE

FIRE DOORS ALL TYPES

WROUGHT IRON &amp; CHAIN LINK FENCE

WA. 1-0679

WA. 1-6946

### RUSSELL PLASTERING CO.

3584 FARNSWORTH AVE.  
DETROIT 11, MICHIGAN

### Heineman & Lovett Co.

WATERPROOFING ENGINEERS  
AND CONTRACTORS

IRONBOND  
METHOD



HI-TEX  
CEMENT  
COATINGS

TYler 6-1226

5327 Tireman Ave.

Detroit 4, Mich.

### HICKEY, SHAW & WINKLER, INC.

Plumbing - Heating and Power Plant Installations  
Ventilating and Air Conditioning

14855 Ward Avenue

Detroit 27, Mich.

VERmont 8-0500

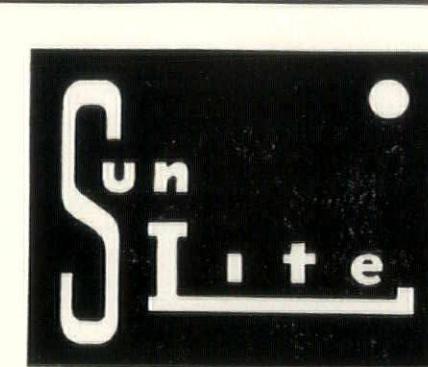
courage that has created our skyscrapers, 6 million cars, 100,000 airplanes or a million homes in one year. The space of the vast continent pervades every American school child's sense of scale. The space feeling for the continent is in George Washington's political testament, it is in Walt Whitman's language, it is in Frank Lloyd Wright's horizontals.

It seems to me that productive richness of our life as a nation must find its expression finally in our days in the orderliness and sanity of our communities. With the Housing Act of 1949 we are inaugurating this year a period that could be the renaissance of American cities. It is an issue of the most consequential nature in our life as a democracy. However, in the face of a world crisis, we do not see the forest for the trees. We were to celebrate this year the sesquicentennial anniversary of the founding of Washington with the follies of a New York World's Fair in miniature: the Freedom Fair in buildings of the shape of the three letters, U. S. A. This is all the imagination and maturity we can conjure to tell the world what we are after. Commercial midways, television sets, magics of industry: panis et circenses: it could not be any more Roman. The quintessence in emptiness of purpose.

It seems to me this is the moment where we should disclose to ourselves and to the world the goals and aspiration of our free society. This is the time to call for the most imaginative and perhaps utopian statement in terms of what we can do, what we shall do to demonstrate the vitality of our democratic system. Respectfully I call on the President of the United States to stop this farce completely and not just postpone it until 1951, as it seems that the Commission is unable to get construction under way for opening in July, and in its stead erect a 3-dimensional statement on the American way of life: build a community that will demonstrate to everybody what we are working for, what the promise holds: spell out the American physical standard of living that we can obtain in the second half of this century, as he spelled it out to Congress in his "State of the Nation" address.

What could attract more visitors to Washington: an exhibition on American planning and the American way of life. The scope of our physical plans and our social goals is more powerful than the hydrogen bomb.

It is ripe time that our profession descended from its ivory tower. We must take off our coats, roll up our sleeves. While the problem of our cities as a whole appears unsolvable, we must begin to tackle the smaller problems, because they are all part of the big one. We architect-planners are expected to lead. The planning commissions need our perspectives. We must convince the man in the street that the architect is more than the fancy of a rich client. As Ralph Walker states it:

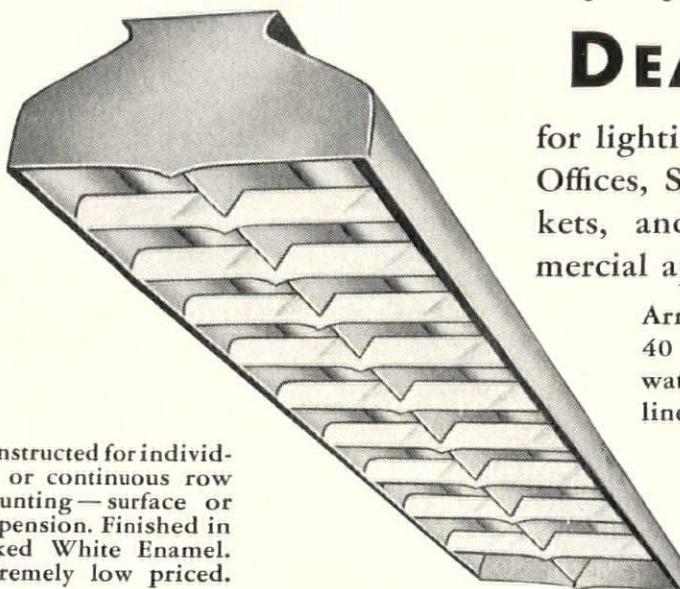


**Solves the  
Architect's  
Commercial and  
Industrial Lighting  
Fixture Problems**

• • •  
**DEAN**

for lighting Schools,  
Offices, Stores, Mar-  
kets, and all com-  
mercial applications.

Arranged for 2—  
40 watt or 2—75  
watt—96" Slim-  
line Lamps.



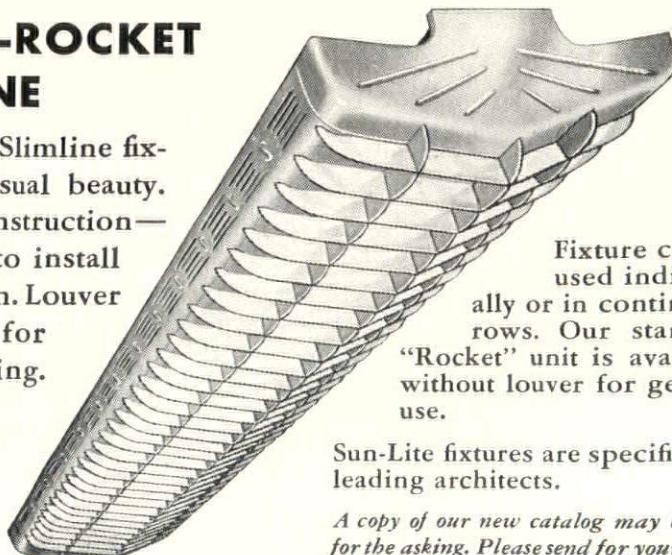
Constructed for individ-  
ual or continuous row  
mounting—surface or  
suspension. Finished in  
Baked White Enamel.  
Extremely low priced.

**We Design and Manufacture a Complete  
Line of Industrial and Commercial Lighting Fixtures**

### **LOUVE-ROCKET SLIMLINE**

A louvered Slimline fix-  
ture of unusual beauty.  
Rugged construction—  
yet simple to install  
and maintain. Louver  
is hinged for  
easy relamping.

Arranged for  
4, 6, or 8 Slim-  
line tubes.



Fixture can be  
used individu-  
ally or in continuous  
rows. Our standard  
"Rocket" unit is available  
without louver for general  
use.

Sun-Lite fixtures are specified by  
leading architects.

*A copy of our new catalog may be had  
for the asking. Please send for yours now.*

**Pioneers in Slimline Lighting  
SUN-LITE MANUFACTURING CO.  
2555 BELLEVUE AVENUE • DETROIT 7, MICHIGAN**

As a body we must make a contribution toward our community life. The question whether service of this kind is free, seems to him of less importance than the great respect and benefit which the profession gains in doing this work. I know this is not true of the architects of Detroit. But whatever you do it is not enough. I could suggest that you have an exhibition on city planning to tell people what it is: that it is an analysis of the life of a city and its people. The lesson of co-operative effort on the part of all, because all should know that they have a great investment in their town. That we can realize good urban life in our generation. It was astounding to all of us that of the 400,000 visitors to the Philadelphia exhibition 48.2% showed that they would be willing to pay a little more in taxes each year to help bring about the improvements and that 89.6% were willing to contribute time and effort to bring about specific improvements in their own neighborhoods.

All evening I have been talking about planning and associated it with architecture. The two seem to me more and more inseparable. Planners would disagree perhaps, the 2-dimensional planners I am sure will: yet the city beautiful is as untrue as the city statistical is ugly: to paraphrase a brilliant phrase of Henry Churchill. And Walter Gropius put it equally well when he said that "understanding the social necessities of civilized life is evidently the most desirable condition for good design . . ."

A social architecture is built on the foundation of social standards. In this individual buildings are but details of the greater concept of our specific American civilization. Buildings cannot any longer remain unrelated to their

specific place in the social organization. At present they are but improvisations like the hundred sketches a painter makes before starting the organization of an important mural.

In certain areas we must continue to improvise. Our building technology allows, however, for great flexibility within the cube of buildings which should be arranged functionally within a site plan. The idea of the individual site plan is the most dynamic element in city planning. We are graduating to a conception where we can place the machine for living inside, without losing face professionally for not functionally expressing every screw on the outside. Beauty is allowable.

The greater beauty though is the social concept of equality. Housing for the poor need not be less beautiful than housing for the rich. Public housing projects for subsidized people must be put where living is best. It would be economic suicide for the community to isolate its best construction. To put the stigma of regimentation on government housing would be equal to the stigma of the slums. Why change at all? If public housing bonds and F.H.A. mortgages are compatible in the vaults of the insurance companies: why should the creators of these securities be questionable as to association?

Nothing can be a final answer in the evolution of man. Previously I stated that all I was attempting to do was give my own confusion some direction. The planning process in a democratic society is a continuous courageous experimentation. But the concept of social architecture can be a guide for continuous clarification of the values which we have come to call "the good life".

## MICHIGAN MUTUAL EXPANDS

*Harley, Ellington & Day, Inc., Architects and Engineers*

Construction has started on Detroit's first new 11-story Office Building since 1931.

The structure will rise on the south side of Elizabeth Street between Woodward and Park Boulevard, directly in the rear of the Stroh Building. Harley, Ellington and Day, Inc. are the architects and engineers.

Plans for the building were announced by Walter E. Otto, President of the Michigan Mutual Liability Company, whose offices eventually will be moved entirely to the new location.

Otto said the building would cost more than \$1,500,000. It is expected to be completed by Fall.

According to the Department of Buildings and Safety Engineering, it will be Detroit's first large office structure since the New Center Building rose in 1931. Most of the city's biggest buildings were erected in 1927 and 1928.

Julian R. Cowin, of Harley, Ellington and Day, said the new building will incorporate the most modern fire safety features. Its structural steel frame will rest on caissons extending to bed rock. Enclosing walls will be of brick in combination with granite and stainless steel.

A distinguishing feature will be garage space, in the basement and lower floors, providing parking facilities for approximately 125 cars. Seven full floors of office space will comprise the bulk of the building.

The building will be connected by a bridge to the present Stroh Building on all floors above the second story level.

An elevator system will connect the levels of the garage to the third floor bridge and high speed elevators will serve the office portion of the new building.

The seven floors of office space will be completely air-conditioned and the latest type of artificial lighting to approximate daylight conditions will be employed.

Ceilings will be acoustically treated. Windows will be continuous across the north side and part of the south side of the unit to give maximum daylight to the interior.

The building structure will be designed to accommodate at least four additional stories in the future.

*At left is shown a group of members of the University of Michigan Student Branch, Detroit Chapter, A.I.A., visiting the office of Harley, Ellington & Day, Inc., Architects & Engineers. In the right foreground are H. E & D's Malcolm R. Stirton and Alvin E. Harley. Stirton is Chapter Student Counsellor.*



MICHIGAN MUTUAL LIABILITY COMPANY'S NEW OFFICE BUILDING ADDITION



OFFICE AND GARAGE ADDITION FOR MICHIGAN MUTUAL LIABILITY CO. ON WEST ELIZABETH ST. DETROIT.—HARLEY, ELLINGTON & DAY INC. ARCHITECTS & ENGINEERS.

HARLEY, ELLINGTON AND DAY, INC., ARCHITECTS AND ENGINEERS  
BARTON-MALOW COMPANY, GENERAL CONTRACTORS

# NATIONAL BANK OF DETROIT

DETROIT, MICHIGAN

Complete Banking and Trust Service

**STATEMENT OF CONDITION, DECEMBER 31, 1949**

## RESOURCES

Cash on Hand and Due from Other Banks . . . . .	\$ 327,845,093.56
United States Government Securities . . . . .	679,450,637.85
Other Securities . . . . .	96,615,367.83
Loans:	
Loans and Discounts . . . . .	\$ 202,916,074.88
Real Estate Mortgages . . . . .	50,330,754.60
Accrued Income and Other Resources . . . . .	4,638,119.18
Branch Buildings and Leasehold Improvements . . . . .	2,082,632.48
Customers' Liability on Acceptances and Letters of Credit . . . . .	1,721,121.36
	<u><u>\$1,365,599,806.74</u></u>

## LIABILITIES

Deposits:	
Commercial, Bank and Savings . . . . .	\$1,175,445,100.09
United States Government . . . . .	71,066,301.89
Other Public Deposits . . . . .	<u>47,329,381.98</u> \$1,293,840,783.96
Accrued Expenses and Other Liabilities . . . . .	5,315,585.47
Dividend Payable February 1, 1950 . . . . .	600,000.00
Acceptances and Letters of Credit . . . . .	1,721,121.36
Reserves . . . . .	3,674,172.06
Capital Funds:	
Common Stock . . . . .	\$ 15,000,000.00
Surplus . . . . .	35,000,000.00
Undivided Profits . . . . .	<u>10,448,143.89</u> <u>60,448,143.89</u>
	<u><u>\$1,365,599,806.74</u></u>

*United States Government Securities carried at \$109,149,530.18 in the foregoing statement are pledged to secure public deposits, including deposits of \$15,606,199.12 of the Treasurer-State of Michigan, and for other purposes required by law.*

## DIRECTORS

HENRY E. BODMAN  
ROBERT J. BOWMAN  
PRENTISS M. BROWN  
CHARLES T. FISHER  
CHARLES T. FISHER, JR.  
JOHN B. FORD, JR.

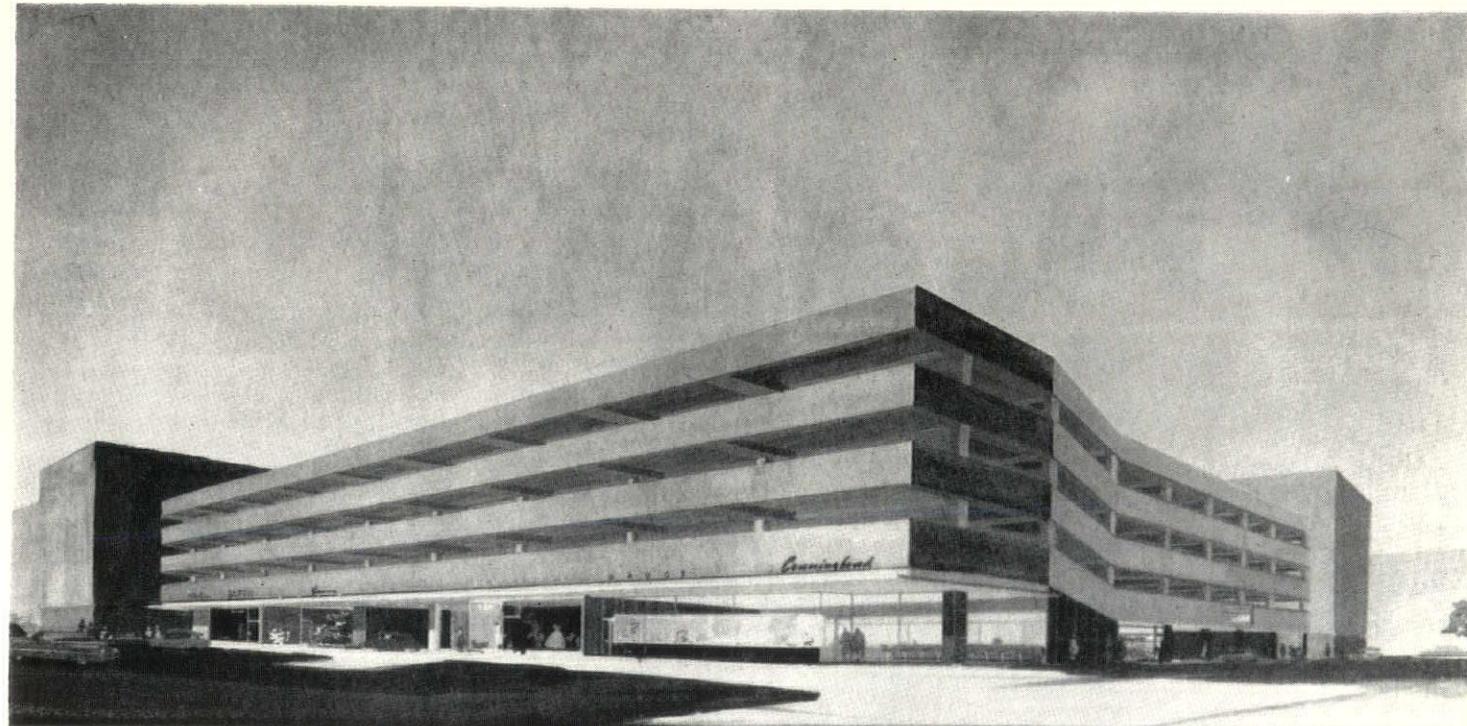
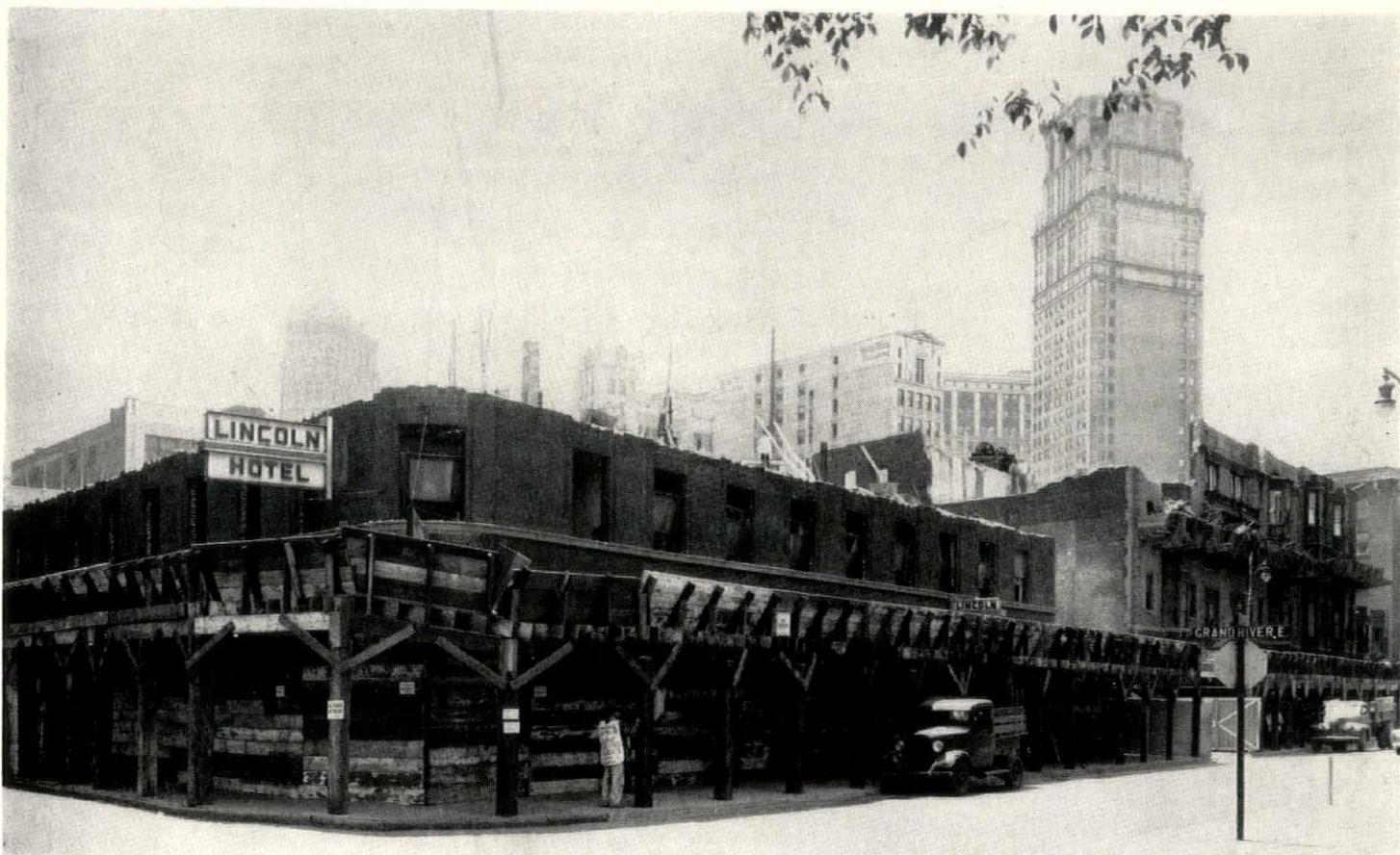
B. E. HUTCHINSON  
ALVAN MACAULEY  
BEN R. MARSH  
WALTER S. McLUCAS  
W. DEAN ROBINSON  
NATE S. SHAPERO  
R. PERRY SHORTS

GEORGE A. STAPLES  
DONALD F. VALLEY  
JAMES B. WEBBER, JR.  
R. R. WILLIAMS  
C. E. WILSON  
BEN E. YOUNG

## TRUST DEPARTMENT

This bank acts as Trustee, Executor and Corporate Agent

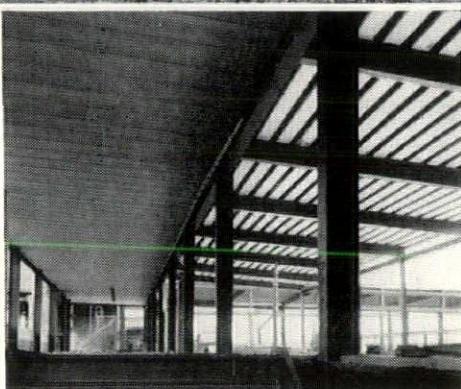
Entire block, bounded by Broadway, John R, Center and Grand River Avenue, East, is cleared to make way for Detroit's new Shoppers Parking open-deck garage. *John S. Coburn Photo.*



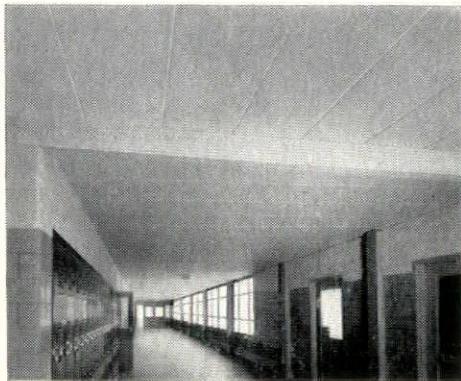
Perspective of open-deck garage being erected on site pictured at top of page. Smith, Hinchman, & Grylls, Inc., are architects and engineers.

# Quality School Construction

## ...UNDER 60¢ PER CU. FT.



Exposed corridor roof shows Fenestra "D" Panels laid flat side down. Main roof area under panels at right was finished with suspended plaster ceiling. Roof was finished over a large area early in construction.



Exposed ceiling of structural Building Panels wall to wall. Factory prime-painted, Panels provide a smooth surface, economically finished by adding a coat of paint. Attractive, noncombustible. Note Fenestra Hollow Metal Doors, Fenestra Intermediate Windows.

Fenestra insulated "C" Panels used as a spandrel between windows of first and second floors. Four panels high. 14' long panels laid horizontally.

### How Fenestra Steel Panels, Windows and Doors contributed to economical construction in the Robert N. Mandeville High School at Flint, Michigan.

Architects Bennett & Straight of Dearborn, Michigan, faced a familiar set of requirements:

- Large size, with a layout involving considerable perimeter for good daylighting.
- To be ready for fall occupancy.
- Limited budget, calling for low cubic-foot cost.

Convinced of the speed of erecting with Fenestra\* Building Panels, the architects checked costs . . . saw how on-the-site labor could be saved if the building was planned specifically to use standard units to minimize special work.

They decided on a 7' module. Classrooms were established in a 28' width, with partitions spaced at 14', 21', 28' and 35' intervals. The structural steel frame was designed in a bay size of 14' x 28', saving weight in steel. Saving in roof construction was achieved with standard Fenestra Type D Panels on the 14-foot span. Standard Type C Panels formed spandrels between floors and the window walls of Fenestra Intermediate Projected Windows.

For the roofs of the 100' x 100' gymnasium and the shop, Fenestra Acoustical Holorib Roof Deck was used. This provides a surface for application of roofing materials. The underside provides a sound-absorbing, perforated surface. It is noncombustible, and being steel, withstands impact. Holorib was used as the permanent reinforcing form for the seats in the spectator stands of the gymnasium.

Fenestra Panels—Fenestra Windows—Fenestra Doors—combined in this structure to help the architects and contractor achieve their triple goal of a sizable, sound structure, speedily erected, at low cost.

Your local Fenestra representative can help you capitalize on the time and money savings of these standard building components. Call him or mail the coupon below for full information.

\*®

Architects: Bennett & Straight  
Dearborn, Michigan.  
Contractor: Carl B. Foster,  
Flint, Michigan.

**Fenestra**  
Panels • Windows • Doors

DETROIT STEEL PRODUCTS COMPANY  
Building Panel Division  
Dept. MA-2, 2281 E. Grand Boulevard  
Detroit 11, Michigan

Please have an engineering representative call.  
Please send me, without obligation, information on Fenestra:  
 Building Panels    Steel Windows    Metal Doors

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_



Preliminary sketch of one of the open-wall garages Pittsburgh will build. Ground-floor frontage will be used for shops.

## Pittsburgh Starts Program to Lick Parking Shortage

NEARLY every American city has its downtown parking problem. Usually the size of the problem increases with the size of the town, so that in our very large cities it reaches seemingly hopeless dimensions.

But in Pittsburgh, they are taking a hint from the story of the chef who, when asked "How would you cook an elephant?", replied, "I would first cut him into little pieces."

That's how Pittsburgh is tackling the need for thousands of parking spaces in its downtown area, better known as the Golden Triangle.

City planning and traffic experts have been dissecting the problem for more than five years. Now they have a long-range plan in operation.

Construction of the first four in a series of public parking garages will begin this Spring. Others will follow

later. Bit by bit, Pittsburgh expects to cook the whole elephant with a minimum of fuss.

Here's the Pittsburgh recipe:

It began with a study of downtown parking habits and demands.

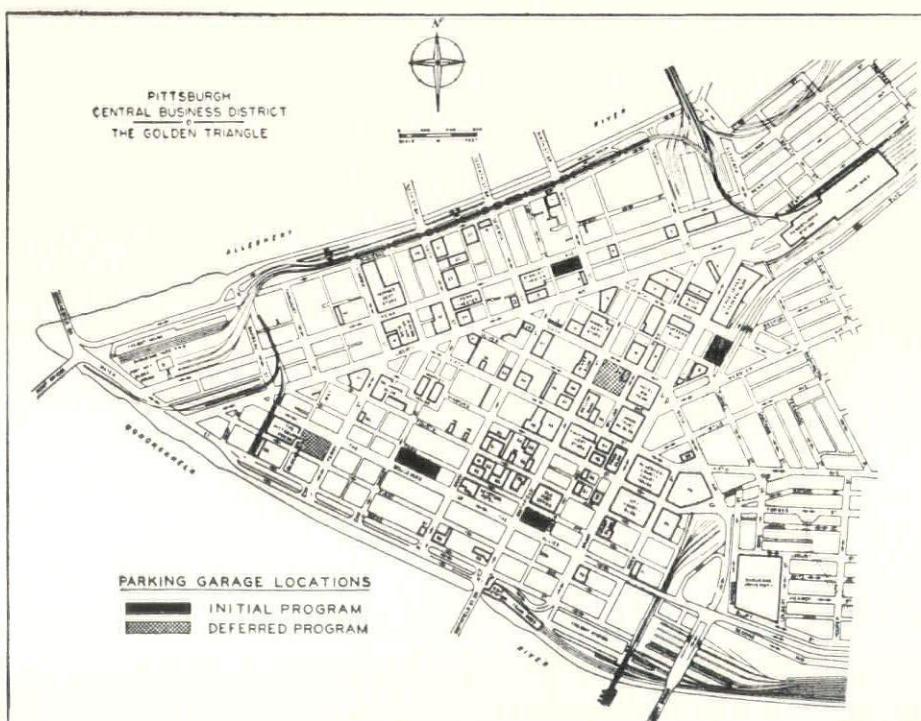
The need for both short-time and all-day parking spaces, in each part of the downtown area, was measured. (This method now is used by most state highway departments in working with cities on parking problems.)

Then, in 1947, the state legislature approved creation of a Public Parking Authority for Pittsburgh. It's a five-man board named by the mayor, and has power to issue revenue bonds, condemn land for parking use, build and operate parking facilities, and collect parking fees to retire the bonds.

The Authority hired an engineering firm to take the city parking study and work out a program of action. The job was done—and today architects are finishing their construction drawings for the parking garages.

Pittsburgh doesn't expect to lick the whole parking problem at one time. The first aim is to take care of the short-time parker, who comes downtown on a business or shopping trip. The all-day parker meantime continues to patronize the commercial lots, which charge high rates for short-time parking but relatively low rates for all-day parking.

The rate schedule recommended to the Authority by the engineering firm



## "So That's How You Do It!"

In the past 27 years, how many times have you said this to a **HARTY** representative when he told you the **HARTY** way of doing it?

When you want to know the latest and best ways of doing a door job, call **TOWNSEND** 8-6990, and we will get a man out to show you the **HARTY** way.

*Where Dependability Is  
Paramount, Specify  
Harty Doors*

**R. V. HARTY COMPANY,  
INCORPORATED**  
1433 SLOMAN AVENUE  
DETROIT 11, MICHIGAN

**TOWNSEND** 8-6990

## "SIMPLICITY ITSELF" *The Mechanism of the New*

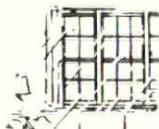


Completely weather-stripped . . . Cozy.



Removable for better Ventilation.

SPRING CUSHION  
**R·O·W**  
Wood WINDOW UNITS

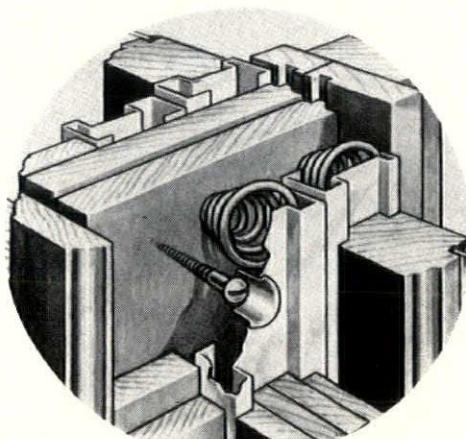


Narrow mullions . . .  
More Daylight



Wood against metal . . .  
Free Acting.

**R. O. W.**  
WOOD WINDOW  
*Unit Guarantees*  
**PERFECT PERFORMANCE**



MANUFACTURED & DISTRIBUTED BY

Royal Oak Wholesale Co.  
216 East Harrison St.  
Royal Oak, Mich.  
JOrdan 4-6593

Flint Sash & Door Co.  
Flint and Saginaw  
Flint—Phone 9-7661  
Saginaw—Phone 2-8174

Porter-Hadley Co.  
255 Cottage Grove So. E.  
Grand Rapids 2, Mich.  
Phone 5-2166

## THE CHARLES HOLMES HDWE. CO.

13141 Woodward Ave.  
Detroit 3, Mich.  
Phone **Townsend** 8-2287

**FINISH HARDWARE  
OF  
RUSSWIN MFG.**

Frank Leslie — H. G. Holmes

**GOOD FOR A LIFETIME!**

**GLASIRON**  
**ARCHITECTURAL**  
**PORCELAIN ENAMEL**

- STORE FRONTS
- AWNING HOODS
- MARKEE FACES
- ROOFING
- COPINGS
- SIGNS

**Wolverine Porcelain Enameling Co.**

3350 SCOTTEN AVENUE

DETROIT—10

is 15 cents for the first half-hour, 30 cents for one hour, 40 cents for two hours, 50 cents for three hours—and then a stiff 30 cents per hour for parking over three hours.

These rates are subject to possible revision when final cost studies are made. But the basic idea will hold—that the rates will encourage short-time parking. Reduced rates will apply for evening and Sunday parking.

The four garages to be built this year will cost about \$4.5 million in all, and will handle 1,947 cars. They'll be the open-wall type, from three to five stories tall.

Cars will be parked by attendants, for self-parking garages require more space per car than can be justified on high-priced downtown land. Attendants will use "man lifts" and sliding poles to get to and from upper floors.

Not overlooking any revenue bets, the garages will have shops and restaurants for lease along the ground-floor frontage. And the city will give the Authority, if needed, its parking meter revenue, which runs about \$100,000 a year.

Two more garages will be built for short-time parking after the first four are completed. One will be an underground garage, to hold 1,090 cars, which will be under a new park downtown.

Authority officials point out that normally they would oppose underground garages, since the cost per car space is several times as high as for open-deck structures.

However, a \$4 million gift was given the city for use in creating a downtown park, with no objection to use of the land underneath for parking. So for another \$4 million the Authority will add the underground parking facility, in a location where parking needs are acute and where no other suitable space can be found for parking garages.

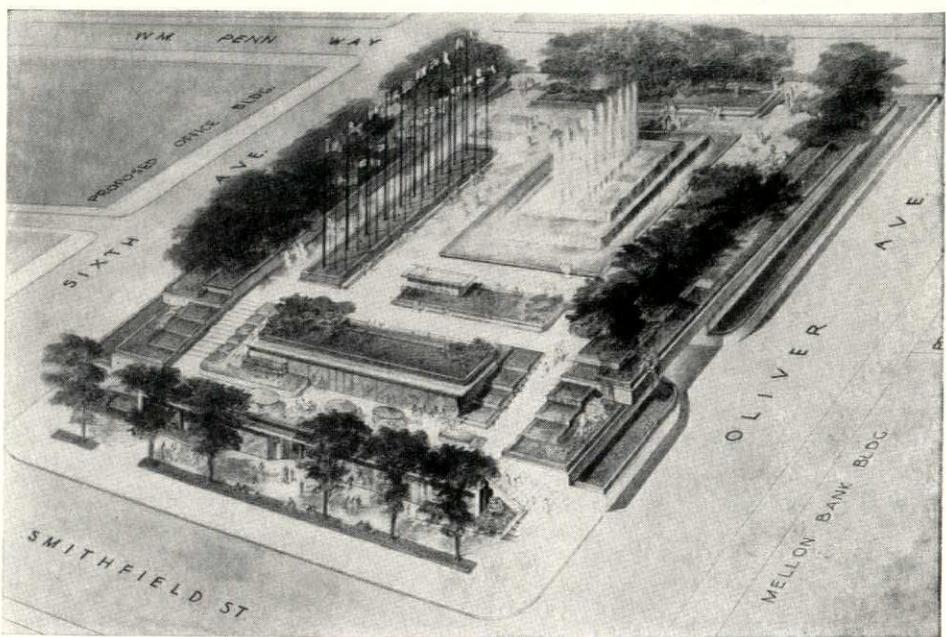
All the parking garages will be built on land now vacant or occupied by obsolete buildings. Later, with revenues from the six central-area garages, the Authority plans to build a series of

all-day parking garages in a ring around the downtown fringe.

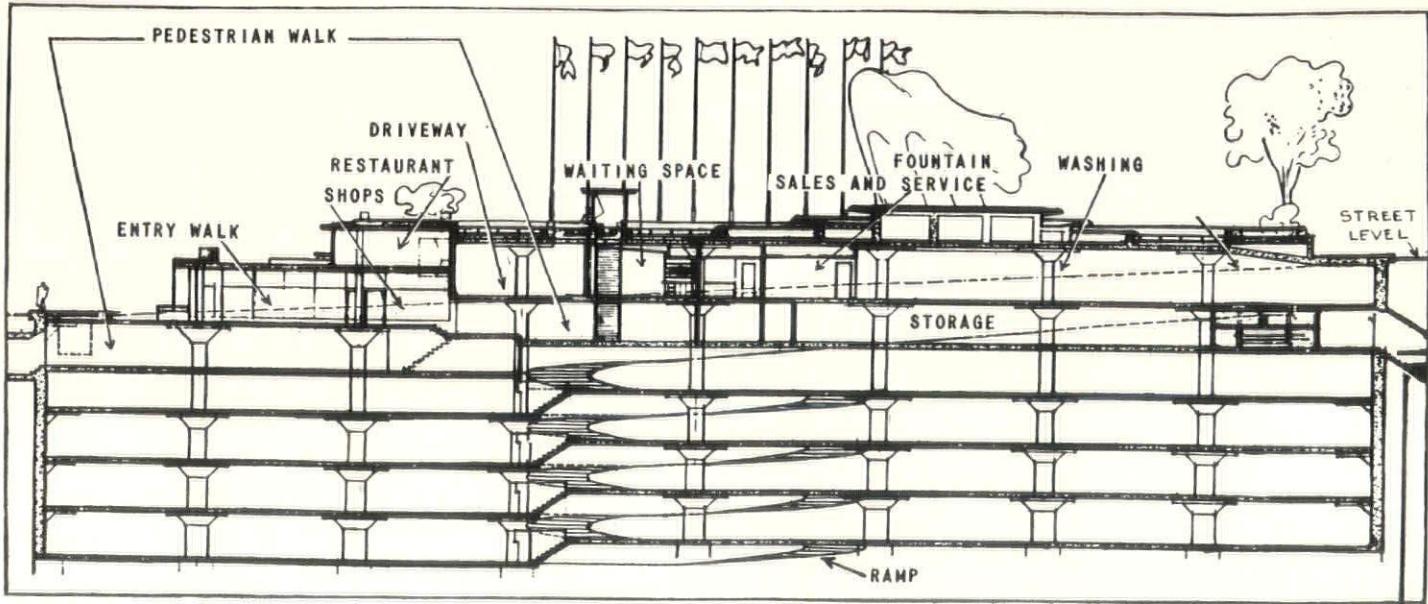
The Pittsburgh program is the first developed by a large American city for complete solution of the downtown parking problem.

It follows a course recommended by leading traffic experts—that large cities first build a series of open-wall parking garages, scattered through the downtown area, for short-time parking; and that all-day parking facilities be developed as a secondary program, and located along the fringes of the central business district.

New city park will have underground garage for 1,090 cars.



Side view of underground garage. Floors will be staggered and have the equivalent of a five-story garage in storage capacity.



Mitchell & Ritchey, Architects

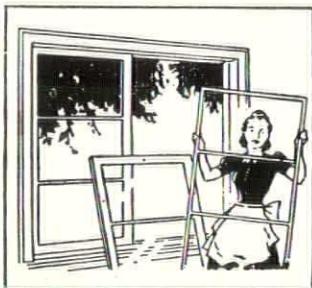
# NEVER BEFORE

A WINDOW LIKE THIS!

ANDERSEN GLIDING  
WINDOW UNIT



IT GLIDES SIDEWAYS



YOU CAN LIFT IT OUT

It glides sideways, not up and down. No weights, no hinges, no springs.

Equipped with double glass that rides on main sash. It's weatherstripped, leakproof, complete with hardware, precision fitted, made of clear Ponderosa pine, permanently protected against termites and decay.

Made by the world's largest exclusive manufacturers of windows. Be sure to see the Andersen Gliding Windows.

USE ANDERSEN

## Windowalls

ALSO . . .

ANDERSEN CASEMENT WINDOWS  
ANDERSEN PRESSURE SEAL UNITS

This is Andersen's new

DOUBLE-HUNG WINDOW UNIT  
ANDERSEN BASEMENT WINDOWS

NOTE TO ARCHITECTS . . .

All of these window units are carried in stock in our warehouse at 2127 Fenkell Ave., Detroit. If additional information is wanted, please telephone us and we will be glad to have our representative call.



KIMBALL & WILSON, Inc.

2127 FENKELL AVE.  
DETROIT  
UNIVERSITY 1-3480

Wholesale Sash and Doors

# PLASTI-GLAZE



Plasti-Glaze, the Post-War Glazing Compound to specify. Made from bodied oils and special pigments. Weatherometer tests prove that Plasti-Glaze when properly applied and maintained will last as long as the sash. Dries rubbery hard, not rock hard, easy to apply, easy to remove.

FOR LONG LIFE, WEATHER AND AIR-TIGHT GLAZING USE AMERICA'S LEADING GLAZING COMPOUND — PLASTI-GLAZE.

PLASTIC PRODUCTS CO. INC.  
DETROIT • CHICAGO • JERSEY CITY

# NELSON COMPANY

Plumbing, Heating & Air Conditioning Supplies  
W H O L E S A L E  
Main Office and Display Room  
2604 FOURTH AVE. Phone WO. 2-4160  
Royal Oak — Grosse Pointe — Ann Arbor

# JOHN H. FREEMAN

FINISH HARDWARE

Architects Bldg. — Detroit 1

Phone

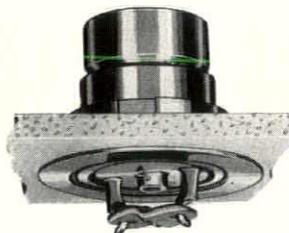
TEmple 1-6760

Members American Society Architectural  
Hardware Consultants

# VIKING SPRINKLER COMPANY

Manufacturers and Contractors

UNDERWRITER APPROVED "VIKING" DEVICES FOR MORE  
POSITIVE PROTECTION AGAINST FIRE LOSS



This new Flush Sprinkler is available where appearance is important. It is modern, efficient fire protection for today's offices, display rooms and locations of ultra design.

Let us show you these modern installations

4612 WOODWARD AVE.  
Detroit 1  
TE. 1-9604

315 ALLEN STREET N. W.  
Grand Rapids 4  
Tel. 9-6341

# R. L. SPITZLEY HEATING CO.

INCORPORATED

## SPITZLEY RETTENMIER SHEET METAL CO.

SUBSIDIARY

HEATING - PLUMBING - INDUSTRIAL PIPING  
AIR CONDITIONING - VENTILATING  
PIPE AND SHEET METAL FABRICATION

TEL. Woodward 1-0840

DETROIT 26, MICHIGAN

1200 FORT ST. WEST

# WRITING PAINTING SPECIFICATIONS

By Stanley Hanks, Stanley Hanks Painting Co., St. Louis

Reprinted from American Painter

This is not an attempt to instruct architects how to write painting specifications. It is rather a review of some of the faults that occur in painting specifications, causing trouble and confusion, and possibly accounting for some of the extreme variation in painting bids. The following suggestions may seem superfluous to many architects and engineers, nevertheless, only the items that we encounter time after time in making painting estimates are included herein.

## HARRIGAN AND REID CO.

HEATING & PLUMBING  
ENGINEERS

SUMMER AND WINTER  
AIR CONDITIONING

SHEET METAL WORK

Phone:  
CADillac 0243  
1365 BAGLEY AVENUE  
Detroit 26, Mich.

## RAY T. LYONS COMPANY

2457 WOODWARD AVENUE  
Detroit 1, Michigan

### QUARRY REPRESENTATIVES

Crab Orchard Stone  
Lannon Stone  
Roofing Slate:  
Vermont Colored  
Penna. Black  
N. Y. & Penna. Bluestone  
Flagging  
Vermont Slate Floors,  
Stairs, Etc.

### BUILDING SPECIALTIES

Wasco Copper Flashing  
Broan Ventilating Fans  
Miami Carey Medicine  
Cabinets  
Kitchen Maid Kitchen Cabinets  
& Sinktops

PHONES | WO 3-7418  
WO 3-0813

"Since 1929"

Architects should be specific instead of trying to throw up a smoke screen of verbiage to protect the owner and the architect against any and all eventualities. They should look at the plans and see what materials are going into the building which will need painting. They should mention the major items to be painted—or not painted. Architects sometimes write five or six pages of painting specifications and never even mention a metal deck that covers the entire building, then try to hang the painting of it onto a painting contractor under miscellaneous iron or sheet metal. This also applies to structural steel, bar joists, roof t's, roof tiles, wood decking and mechanical work.

These are big items—sometimes painted, sometimes not. If they are to be painted, the specifications should say so. If not, they should be listed under items not to be painted. If only the exposed portions of these items are to be painted, specifications should say so definitely—otherwise the architect's client will be paying for painting a lot of furred in material even though it doesn't get painted.

Roof t's should receive special attention in painting specifications because they frequently are not shown on the drawings but are only specified under the gypsum roof or roof tile specification.

The architect should index his alternates. Subcontractors seldom read an entire specification. Alternates buried in a mass of general conditions or wherever else an architect can think of to hide them, are often overlooked by subcontractors. General contractors have to call them back to estimate alternates and sometimes have to guess at alternates for the sub trades themselves.

If an architect specifies paint materials that are not well known to the trade, he should give the manufacturer's or dealer's name and address so the painting contractors can get prices. Contractors have been hooked so many times by little hole-in-the-wall outfits that on seeing paint materials specified without alternate they immediately suspect collusion. Most of them will make a fair guess at the price and double it rather than make a lot of phone calls trying to get a quotation.

If mechanical work is included in the general contract, the architect should

THE  
BELDEN  
STARK  
BRICK  
COMPANY

"Michigan's Foremost Brick Company"  
BELDEN Face Brick Since 1885  
Stark Glazed Tile PC Glass Block  
14305 Livernois Ave., Detroit 4  
WE. 3-1331

FABRICS  
CUSTOM DESIGNED  
... HAND-LOOMED

VIRGINIA SNYDER  
372 W. LEWISTON  
FERNDALE, MICH.  
LINCOLN 2-4863

Since 1909

JOHN  
E.  
GREEN  
CO.  
INCORPORATED

Mechanical Contractors  
Plumbing - Heating  
Industrial Piping  
Fire Protection Systems

220 VICTOR AVE. DETROIT 3  
TO. 8-2400

Specify  
**CHEM**  
 THE ALL PURPOSE BRICK  
 Manufactured by  
**DETROIT BRICK & BLOCK CO.**  
 Foot of St. Jean VA. 2-4880

**John A. Mercier Brick Co.**  
 "MERCREDITE"  
 SLAG BLOCK SLAG BRICK  
 QUALITY FACE BRICK  
 3895 Roulo Ave., Dearborn VI. 1-0761

*Patronize Bulletin Advertisers*

**Jona** NEON and METAL LETTERS  
**SIGN CO.**  
 6209 HAMILTON AVE.  
 DETROIT 2, MICH.  
 PORCELAIN • STAINLESS • ALUMINUM

# **ROBERT ERNST** **& SONS CO.**

## *Builders' Supplies*

SAND	PLASTER
GRAVEL	BRICK
PEBBLES	TILE
CEMENT	SEWER PIPE
MORTAR	FLUES

**VErmont 6-8000**

8960 HUBBELL AVENUE

DETROIT 28

65 YEARS OF FINE QUALITY WORK

### **JOSEPH SCHAFER COMPANY**

PAINTING — DECORATING

7313 MACK AVE., DETROIT 14

WA. 1-3760

## **FREEMAN - DARLING COMPANY**

• GENERAL BUILDERS •

8120 W. McNichols Rd.

Detroit 21, Michigan

UNiversity 4-4788

AN UNIQUE SHOWING AT THE MARCH 1950  
 CONVENTION

of our

### **LOUVER PRODUCTS**

Doors, Screens, Panels, Blinds and Shutters

For Specials or Standards, Be Sure To Specify Those  
 Made By

### **BARRETT & BAXTER MFG. CO.**

12254 WORMER AVENUE  
 DETROIT 26, MICH.  
 KENwood 1-5560

Write for Full Information, Details, and Cost Data  
 CLYDE VARNEY, Sales Representative

LOrain 7-3732

LOrain 7-3733

## **JOSEPH P. CARNAGHI & SONS**

EXCAVATING AND TRUCKING CONTRACTORS

EQUIPMENT RENTALS

3834 Mitchell Avenue

Detroit 7, Mich.

## **STROM CONSTRUCTION COMPANY**

GENERAL CONTRACTORS AND BUILDERS

First and Lexington

Grand Rapids 4, Michigan

## Walter L. Couse & Co. GENERAL BUILDERS

12740 Lyndon Ave. VE. 8-0660—1-2-3  
DETROIT 27, MICHIGAN

## Detroit Fuel & Supply Co.

Complete Builders' Supplies & Lumber  
Producers of Concrete & Cinder Blocks  
5625 East Davison Ave. Detroit 12  
TW. 1-8400

## Murray W. Sales & Co.

WHOLESALE  
PLUMBING and HEATING SUPPLIES  
Flint — Wyandotte — Pontiac  
801 W. Baltimore Detroit 2, TR. 5-4200

POWER INDUSTRIAL WIRING LIGHT  
**Grangood Electric Service**

ELECTRICAL CONTRACTORS  
19744 Vaughan Ave., Detroit 19 KE. 1-3910

UNiversity 2-6230

## MUMMA BROS., INC. PAINTING CONTRACTORS

16623 Wyoming Avenue Detroit 21, Mich.

## HANLEY COMPANY

E. F. ZERGA, Manager  
Face Brick Unglazed Facing Tile  
Glazed Brick Glazed Facing Tile  
Acid Brick Quarry Tile  
Floor Brick  
14545 Schaefer Hwy. VE. 7-3200 Detroit 27

## Daelyte Service Company

### Painting Contractors

Window Cleaning Building Cleaning  
Cement Finishing Concrete Restoration  
Water Proofing Tuck Pointing

300 Riopelle WO. 1-4131  
Detroit 7, Mich.

## Duplicate!

- BLUEPRINTS (Nu-Blue)
- PHOTOSTATS (Sharp)
- PHOTOGRAPHIC MURALS
- ENLARGEMENTS • TONING  
MOUNTING

Snappy Delivery Service!

CALL FOR OUR SALESMAN

**THE MULTI-COLOR COMPANY**  
627 WOODWARD  
CA 0666

126 DELAWARE  
MA 0780

specify painting it under the general paint specification. If it is let separately, the specifications for painting it should appear under each heading of the mechanical specifications. It often happens that the mechanical work is let separately from general contract and the painting of it is included in the general contract. In these cases the general contractor will not have drawings available for the painting contractor to estimate it, so the painting contractor or the general contractor may have to guess at a price for painting the mechanical work.

We sometimes find painting mechanical work specified under both the painting and the mechanical specifications which usually doubles the cost of this item to the owner as both the painting contractor and the mechanical contractors include it in their estimates and both try to duck it when it comes time to paint it and neither will give any credit for it. It also happens occasionally that painting mechanical work is left out of both specifications, resulting in an unanticipated cost to the owner and usually considerably more than it would have cost if it had been included in the original contract.

We sometimes see a specification calling for two or three coats of expensive field paint for structural steel and two or three pages specifying elaborately the formulation of the field paint and the preparation of surfaces and method and procedure for applying the field paint. Then we look back under the steel fabrication specifications and see "all steel shall be given a shop coat of protective paint before shipping."

Possibly steel fabricators are more honorable people than painting contractors and do not need to be tied up with a long winded specification but there are exceptions. We have seen them take steel that has lain in their yard a year or more, bounce it a couple of times on some blocking to knock off the loosest scale and then start blowing some thinned out box car red on it for a shop coat.

If a painting contractor is dopey enough to paint over such a shop coat it probably won't stay on long enough for him to get off the job, and if he squawks about it he will probably be accused of gouging for extras.

### Should Be Sandblasted

The only way to correct this sort of shop coat is to sand blast it off. In dozens of controversies over bad shop coats we have never known one to be sandblasted. It always ends up in a compromise reconditioning, that is, wire brushing, and scraping off what is loose and touching up with shop paint. The owner is the loser. He will

## F. H. MARTIN CONSTRUCTION CO.

Cadillac 4890  
955 E. Jefferson Ave. Detroit, Michigan

never be able to keep paint on such a structure. The architect is partly to blame and that is why the fabricator is never required to correct the situation as he should by sandblasting.

The surest way to get a shyster

## Wolverine Stone Company

NATURAL STONE FOR  
ALL BUILDING PURPOSES  
14290 Meyers Road Detroit 27, Michigan  
Telephone: HOgarth 4295

UNiversity 2-3413

## Darin & Armstrong, Inc.

GENERAL CONTRACTORS  
2041 FENKELL AVENUE DETROIT

## Brick of Distinction

## Thomas Brick & Tile Co.

WAYNE MOHR, Mgr.  
14360 Livernois (4) Townsend 8-1354

FREDERIC B. STEVENS INCORPORATED  
FACE BRICK, GLAZED BRICK, GLAZED AND  
UNGLAZED TILE, FLOOR TILE—ANTI-HYDRO  
For Hardening and Waterproofing Concrete  
1800-18th St. at Verner Hwy. TA. 5-0725

## R. D. THAYER COMPANY WATERPROOFING ENGINEERS AND CONTRACTORS

2701 Joy Road — DETROIT (6) — TYler 6-9626  
842 Hall St., S.E.—GRAND RAPIDS (7)—Ph. 5-5180

Underwriters Laboratories  
Inspected, Fire Resistive

## VAULT DOORS

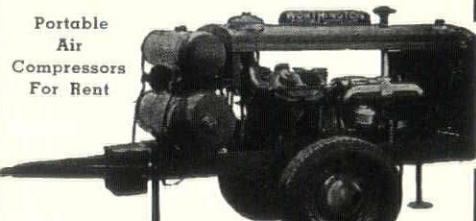
Built to S.M.N.A. Spec.

SAFES MONEY CHESTS and  
BANK VAULTS

## Diebold INCORPORATED

4105 CASS AVE. DETROIT 1  
Temple 3-4477

Portable  
Air  
Compressors  
For Rent



All Accessories Furnished  
60 to 500 cu. ft. - By Day, Week or Month  
**W. H. ANDERSON CO., INC.**  
DETROIT, MICHIGAN

## "TOMORROW'S TOWN"



This city planning model, used in last year's Michigan Society of Architects architectural exhibit, at the Detroit Institute of Arts, has been sold to the Saginaw Valley Chapter of The American Institute of Architects, for use in the builders show of Saginaw, in which the architects will take part. Coburn Photo

**H. H. DICKINSON CO.**  
COMPLETE BUILDERS SUPPLIES  
Armored Concrete Curbing  
Master Builders Products  
HEATILATORS - ASPHALTS  
5785 Hamilton Avenue MADison 4950

**Koenig Coal & Supply Co.**  
CERTIFIED CONCRETE  
Concrete — Fuel Oil — Coal  
Main Office: 1486 Gratiot Ave. CADillac 1584

**Heineman & Lovett Co.**  
WATERPROOFING CONTRACTORS  
IRON-BOND SYSTEM  
5327 Tireman Ave., Detroit 4 TY. 6-1225

**Viking Sprinkler Company**  
Fire Protection Engineers & Contractors  
AUTOMATIC SPRINKLER SYSTEMS  
Also a Complete Line of Pre-Action Devices  
TE. 1-9604 Detroit 1

**STERLING**  
**STRUCTURAL STEEL CO.**  
Structural & Miscellaneous Iron Work  
12700 Lyndon at Meyers Rd.  
Detroit 27 VE. 8-0230

**SMITH & ANDREWS**  
**CONSTRUCTION CO.**

GENERAL CONTRACTORS  
ERECTORS — ENGINEERS

14290 Meyers Road  
DETROIT 27  
TEXas 4-4422

painting contractor on the job is for the architect to specify more coats than are necessary to do a good job. The responsible contractor will figure on doing the job as specified; the shyster will figure to skip some extra coats.

Two coats on the shop coat are sufficient for exterior structural steel and miscellaneous iron and, except in light color, one coat on the shop coat is sufficient for interior structural steel and miscellaneous metal. Three coats is sufficient for painted or enameled wood-work inside or out and two to three coats will do for plaster and masonry.

If the architect wants zinc sulphate on the walls, he should specify that it be dyed, otherwise he probably won't get it. It is practically useless anyway. If the walls are dry, they won't need it and if they are wet it won't do any good. It is probably helpful where efflorescence shows on the wall, but if the efflorescence is still coming out of the wall, zinc sulphate will not stop it.

The following verbatim quotation from a Kansas City architect's specification for a new Baptist church near Kansas City is certainly not typical, but it will illustrate very nicely one of the points we find objectionable:

"Execute all work **whether specified and not** drawn or indirectly meant by the specifications and drawings, but which is necessary for proper fulfillment of the obvious intention thereof."

"Each contractor shall understand the same to be implied and shall provide for it in his tender as fully as if it were described or delineated."

Such clauses in the specifications, cover up and protect the architect on the things he overlooks but make a goat out of the painting contractor. Something should be done about such "all inclusive" painting specifications. The painting contractor needs protection, too.

Townsend 8-6681 Townsend 8-6540  
**MAURICE V. ROGERS CO.**  
GENERAL CONSTRUCTION  
839 Collingwood Ave. Detroit 2, Michigan  
1935 McGRAW AVE. DETROIT 8, MICH.

**G. A. Odien Equipment Co.**  
RENTALS  
Backhoe Machines, Air Compressors,  
Trenching Machines  
TYler 4-0100  
1935 McGRAW AVE. DETROIT 8, MICH.

**Ruby Brick Company**  
COLORFUL OHIO SHALE BRICK  
For Residential and Commercial Building  
14183 Wyoming HO. 2384 Detroit

**KRIEGHOFF COMPANY**  
GENERAL BUILDERS  
Industrial, Commercial, Institutional  
6661 French Road PLaza 3400

**CINDER BLOCK INC.**  
VERmont 8-3200  
9143 Hubbell  
Detroit 28

— LUMBER DEALERS —  
WM. F. BACK LUMBER CO. — WA. 1-9460  
5172 St. Jean Avenue  
BRAUN LUMBER CO. — TO. 8-0320  
Davison and G.T.R.R.  
DETROIT LUMBER CO. — VI. 1-2090  
5601 W. Jefferson Ave., Detroit 9  
RESTRICK LUMBER CO. — WE. 3-4830  
14400 Wyoming  
F. M. SIBLEY LUMBER CO. — FI. 5100  
6460 Kercheval Avenue

*BELow: Looking South on Detroit's Washington Boulevard. Hotel Statler is in Right Foreground. Courtesy of Detroit Convention and Tourists' Bureau.*







## Downtown Detroit

This airview of beautiful downtown Detroit shows the majestic Detroit River forming the International boundary connecting Detroit and Windsor, Canada, which at this point is south of the United States.

The view illustrates Detroit's attractive location, and is the reason why tourists and convention delegates find the dynamic city so appealing. The large stores in the downtown shopping district, the palatial hotels and outstanding theaters, clubs and social centers are largely located in this area.

Fleets of the Detroit-Cleveland Navigation Company with their ocean liner type of ships, the Put-in-Bay line, the Georgian Bay line, the Canadian Steamship line, sail from docks shown in the picture. Belle Isle is to the left, and the Briggs Stadium, home of the Tigers, Detroit Baseball Club, a few blocks to the right.

Detroit's famous Woodward Avenue, starts at the Civic Center on the Detroit River, passing the City Hall, famous department stores, bisecting Grand Circus Park, to the Art and Cultural Center, the General Motors, Fisher Building area, past the State Fair Ground, famous Zoological Gardens, Royal Oak, Birmingham, picturesque Bloomfield Hills and the resort country of the north.

*(Courtesy Detroit Convention and Tourists Bureau)*

## DIRECTORY OF ADVERTISERS

**O. W. BURKE CO.**  
GENERAL CONTRACTOR

FISHER BUILDING  
MADISON 0810 Detroit, Mich.

**GLANZ & KILLIAN CO.**  
CONTRACTORS

PLUMBING — HEATING — VENTILATING  
FIRE PROTECTION SPRINKLER SYSTEMS

1761 West Forest Avenue TEMple 1-7820

**The Toledo Plate & Window Glass Co.**  
Glass Jobbers & Glazing Contractors

Distributors of  
TEE PEE Asphalt Shingles  
Asbestos Siding

WAREHOUSES  
Detroit Grand Rapids Cleveland Toledo

"OVER 65 YEARS"  
**Robert Hutton & Co., Inc.**  
ROOFING and SHEET METAL CONTRACTORS

F22 FORT ST., E. WO. 2-1073

**SPECIALIZED SERVICES for ARCHITECTS**

**DUNN BLUE PRINT CO.**  
MAIN OFFICE  
5920 SECOND • TR. 5-2125  
EAST SIDE WEST SIDE  
1710 BRADFORD 18019 JAS. COUZENS  
VE. 9-3900 UN. 1-5512

Our 30th Year

**WESTINGHOUSE**  
AIR CONDITIONING  
INDUSTRIAL HEATING

DESIGNED  
and  
INSTALLED



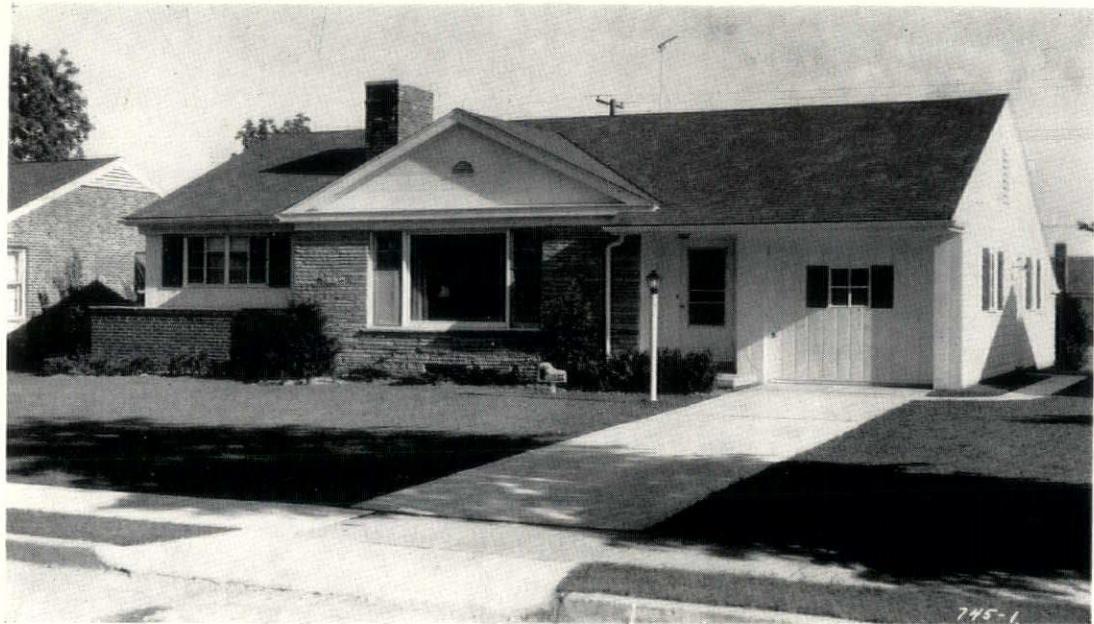
**Mechanical Heat & Cold Inc.**  
12320 HAMILTON AVE., DETROIT 3  
PHONE TO. 8-9600

Acorn Iron Works, Inc.	44	Kuhne-Simmons Co., Inc.	84
Aluminum & Architectural Metals Co.	86	Kurtz Brick Co.	101
American Brass Co.	48	Kutsche, A. W. Co.	46
American Radiator & Standard Sanitary Corp.	3	Leggette, R. E. Co.	2nd Cover
Anaconda Architectural Bronze	48	Leggette-Michaels Co.	2nd Cover
Andersen Windows	96	Lerner-Linden Construction Co.	86
Anderson, E. J. Co.	38	Libbey-Owens-Ford Glass Co.	2
Anderson, W. H. Co., Inc.	99	Long Sign Co.	98
Andrew, W. T. Co.	70	Lorne Plumbing & Heating Co., Inc.	30
Associated General Contractors of America, Detroit Chapter, Inc.	4	Lott & Geckler, Inc.	82
Auch, George W. Co.	68	Lowrie, Albert B. Lumber Co.	10
Buck, Wm. F. Lumber Co.	101	Lowrie Lumber Co.	10
Barrett & Baxter Mfg. Co.	98	Lyons, Ray T. Co.	97
Barton-Malow Co.	16	MacDonald & Kaake, Inc.	82
Belden-Stark Brick Co.	68-97	Mahon, R. C. Co.	4th Cover
Beltz, Chas. R. & Co.	32	Marsh Wall Products Co.	52
Boosey, Norman Mfg. Co.	76	Martin, F. H. Construction Co.	99
Braun Lumber Co.	10-101	Master Builders Co.	54
Brodie, J. & Son, Inc.	32	McFadden Corp.	6
Brown & Raisch Co.	32	Mechanical Heat & Cold, Inc.	68-104
Bryant & Detwiler Co.	62	Meier Cut Stone Co.	30
Burke, O. W. Co.	50-104	Mercier, John A. Brick Co.	42-98
Busby, John H. Co.	7	Michigan Bell Telephone Co.	38
Busch, John D. & Sons, Inc.	28	Michigan Consolidated Gas Co.	59
Cadillac Glass Co.	51	Miller, Donald Co.	82
Campbell Letter Shop	70	Miller, John Electric Co., Inc.	76
Candler, Wallace, Inc.	73	Morheat Corp.	30
Carnaghi, Jos. P. & Sons	98	Moynahan Bronze Co., Inc.	24
Century Brick Co.	44	Moynes, Jas. A. & Co.	30
Cinder Block, Inc.	18-101	Multi-Color Co.	99
Clark, Fred C. Co.	44	Mumma Bros., Inc.	99
Coburn, John S.	73	National Fireproofing Corp.	44
Contracting Plasterers Association of Detroit	46	National Bank of Detroit	90
Coon-Deviser Co.	63	Nelson Co.	12-96
Cooper Construction Co.	86	Odien, G. A. Equipment Co.	101
Couse, Walter L. & Co.	99	Overman, Ruth	97
Covey, Ray W.	74	Pagel's, Inc.	82
Crawford Door Sales Co.	70	Petoskey Portland Cement Co.	42
Crescent Electric Co.	72	Pittsburgh Plate Glass Co.	54
Cunningham-Limp Co.	1	Plastic Products Co.	96
Curtis Woodwork	10	Pom-McFate Co.	72
DaeLyte Service Co.	42-99	Pontiac Millwork Co.	6
Dailey, R. E. & Co.	74	Porter-Hadley Co.	94
Darin & Armstrong	99	Portland Cement Assn.	38
Den Braven, M. & Co.	104	Raymond Concrete Pile Co.	46
Deppmann, R. L. Co.	26	Restrick Lumber Co.	10-101
Detroit Alliance Brick Co.	32	Revere Copper & Brass Co.	64
Detroit Bank	24	Rogers, Maurice V. Co.	63-101
Detroit Brick & Block Co.	66-98	Rohn Fireproofing Co.	46
Detroit Brick Manufacturers Assn.	46	R. O. W. Windows	94
Detroit Edison Co.	56	Royal Oak Wholesale Co.	94
Detroit Electrical Contractors' Assn., Inc.	20	Russell Plastering Co.	86
Detroit Fuel & Supply Co.	99	Sales, Murray W. & Co.	99
Detroit Lumber Co.	101	Schafer, Jos. W. Co.	98
Detroit Steel Products Co.	92	Schieber In-Wall Folding Tables & Benches	6
Dickinson, H. H. Co.	101	Sherwin-Williams Co.	28
Diebold, Inc.	99	Sibley, F. M. Lumber Co.	101
Dodge, F. W. Corp.	76	Simmons, J. L. Co., Inc.	84
Dunn Blue Print Co.	104	Smith & Andrews Construction Co.	101
Enterprise Heat & Power Co.	66	Smith Fireproofing Co.	42
Ernst, Robert & Sons Co.	98	Spitzley, R. L. Heating Co.	96
Etkin, E. J. Construction Co.	36	Sterling Structural Steel Co.	101
Enterprise Building Products	92	Stevens, Frederic B., Inc.	70-99
Fidelity & Deposit Co. of Maryland	6	Stevens Heating & Ventilating Co.	80
Fireside Printing & Publishing Co.	74	Strom Construction Co.	98
Flint Mosaic Tile & Terrazzo, Inc.	28	Sun-Lite Manufacturing Co.	87
Flint Sash & Door Co.	94	Talbot & Meier, Inc.	26
Freeman, John H.	96	Tarnow Electric Supply Co.	32
Freeman-Darling Co.	98	Taylor & Gaskin, Inc.	28
Glanz & Killian Co.	32-104	Thayer, R. D. Co.	99
Grand Rapids Sash & Door Co.	52	Thomas Brick & Tile Co.	72-99
Grangood Electric Co.	99	Tilt-A-Door Corp.	3rd Cover
Green, John E. Co.	97	Toledo Plate & Window Glass Co.	104
Hafke Bros.	54	Trowell Construction Co.	44
Hall Engineering Co.	22	Truscon Laboratories	58
Hanley Co.	99	Truscon Steel Co.	5
Hanna, Zabriskie & Daron	72	Turner-Brooks, Inc.	44
Harrigan & Reid Co.	97	Turner Engineering Co.	60
Harty, R. V. Co.	94	United States Gypsum Co.	14
Haven-Busch Co.	86	United States Radiator Corp.	66
Heating, Piping and Air Conditioning Contractors Detroit Assn.	84	Utile, J. A. Co.	40
Heineman & Lovett Co.	85-101	Viking Sprinkler Co.	96-101
Hickey, Shaw & Winkler, Inc.	86	Virginia Metal Products Co.	72
Hickson, A. N., Inc.	36	Walbridge-Aldinger Co.	34
Holmes, Chas. Hardware Co.	94	Wallace Stone Co.	82
Holmes, C. L. Co.	70	Warren Fiber Products Co.	74
Horn Fuel & Supply Co.	18	Western & Southern Life Insurance Co.	30
Hunter & Co.	72	Western Waterproofering Co.	54
Huron Portland Cement Co.	51	Westover-Kamm Co.	46
Hutton, Robt. & Co., Inc.	104	Westphal, John C. Co.	32
Insulation Engineering Co.	68	Whitcomb-Bauer Flooring, Inc.	26
James & Roach, Inc.	80	Whitehead & Kales Co.	22
Johns-Manville	58	Winkworth Fuel & Supply Co.	36
Kent-Moore Organization, Inc.	26	Wolverine Porcelain Enameling Co.	94
Kimball & Wilson, Inc.	96	Wolverine Stone Co.	99
Koenig Coal & Supply Co.	101	Wood, W. E. Co.	8
Krieghoff Co.	101	Zonolite Co.	36

HOGARTH 7494

**DEN BRAVEN CO.**  
ESTABLISHED 1912  
• SHEET METAL  
• VENTILATING  
• AIR CONDITIONING

2080 ALPINE AVENUE  
DETROIT 4, MICHIGAN



## Lifetime Doors of Aluminum for Residential Garages

Available in a variety of designs.

The only door with the patented built-in counter weight—No Springs

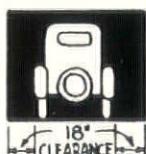
Sold With A Five Year Guarantee

**THERE IS NO SUBSTITUTE FOR EXPERIENCE**

Since 1935 TILT-A-DOOR has been building metal doors for the residential building trade. The experience gained over this period is reflected in our postwar product. By combining aluminum alloys with steel, we have produced a door 60% lighter than the prewar door, yet actually stronger.

*Available in the standard single and Twin Door sizes*

*Also featuring the new "eight six" doors for the wider automobiles.*



YEAR 1927



YEAR 1937



YEAR 1947



YEAR 1950

### NOTE

Sketches at the left show how the automobile has outgrown the old 8'-0" wide standard opening.  
**BE SAFE!** Specify the 8'-6" wide Tilt-A-Door.

# TILT-A-DOOR CORPORATION

468 East Nine Mile Road

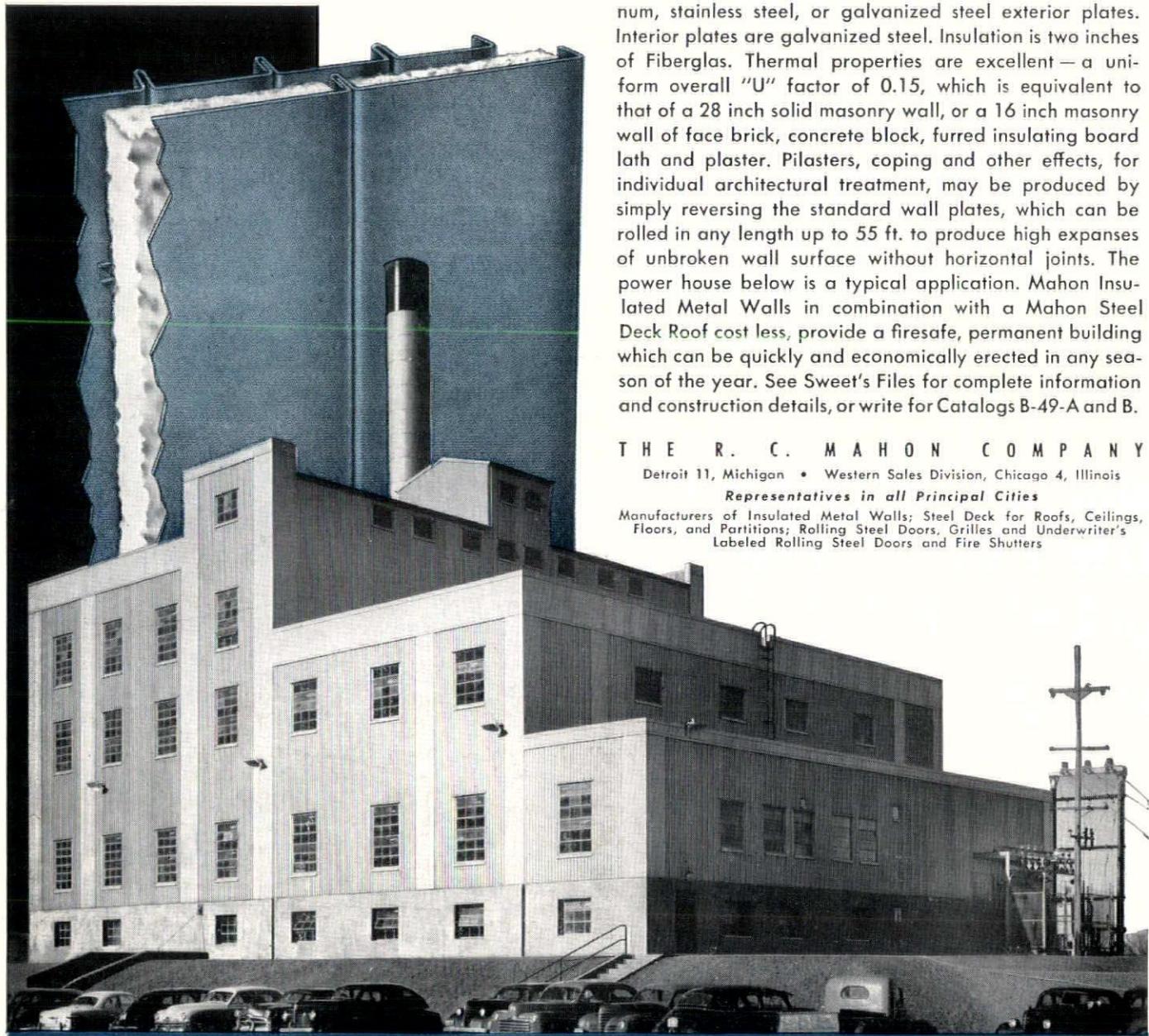
Detroit 20, Michigan

Jordan 4-6780

Lincoln 3-9140

# INSULATED METAL WALLS

for INDUSTRIAL and COMMERCIAL BUILDINGS  
ALUMINUM, STAINLESS or GALVANIZED STEEL



Bison Power Plant, built at Minot, N.D., for Northern States Power Co. Mahon Insulated Metal Walls with Stainless Steel Exterior Plates and Stainless Steel Flashing used throughout. Pioneer Service & Engineering, Chicago, Architects & Engineers.

Mahon Insulated Metal Walls are available with aluminum, stainless steel, or galvanized steel exterior plates. Interior plates are galvanized steel. Insulation is two inches of Fiberglas. Thermal properties are excellent—a uniform overall "U" factor of 0.15, which is equivalent to that of a 28 inch solid masonry wall, or a 16 inch masonry wall of face brick, concrete block, furred insulating board lath and plaster. Pilasters, coping and other effects, for individual architectural treatment, may be produced by simply reversing the standard wall plates, which can be rolled in any length up to 55 ft. to produce high expanses of unbroken wall surface without horizontal joints. The power house below is a typical application. Mahon Insulated Metal Walls in combination with a Mahon Steel Deck Roof cost less, provide a firesafe, permanent building which can be quickly and economically erected in any season of the year. See Sweet's Files for complete information and construction details, or write for Catalogs B-49-A and B.

THE R. C. MAHON COMPANY  
Detroit 11, Michigan • Western Sales Division, Chicago 4, Illinois

Representatives in all Principal Cities

Manufacturers of Insulated Metal Walls; Steel Deck for Roofs, Ceilings, Floors, and Partitions; Rolling Steel Doors, Grilles and Underwriter's Labeled Rolling Steel Doors and Fire Shutters

# MAHON